

## SOCIAL MEDIA AND MARKETING

### POSITION DESCRIPTION

Job Title	Social Media and Marketing
Responsible To	Inline Hockey New Zealand
Job Purpose	To devise and develop relevant content and administer the social media accounts for Inline Hockey New Zealand.

### MAIN RESPONSIBILITIES

1. Design, devise and implement social media strategies and content to align with IHNZ objectives and goals
2. Generate, edit, publish and share content that engages with our members
3. Collaborate with IHNZ Board members and Clubs as necessary to ensure brand consistency, awareness and growth
4. Communicate with followers, respond to queries in a timely manner and monitor customer reviews
5. Oversee social media accounts' design (Including but is not limited to Facebook, Instagram, TikTok etc)
6. Suggest and implement new features to develop brand awareness, tournaments, events etc
7. Stay up-to-date with current technologies and trends in social media, design tools and applications
8. Perform research on current benchmark trends and audience preferences
9. To carry out all duties with regards to the Constitution, Code of conduct and any applicable policies and procedures.
10. To undertake any other related tasks, which may be reasonably expected in the effective operation of the role

### RELATIONSHIPS:

1. Board Members and engage with Clubs, Internal and External customers (parents, players, members etc)

## **QUALIFICATIONS:**

1. Hands on experience in content management/social media
2. Excellent communication skills to deliver creative content (text, image and video)
3. Knowledge of online marketing channels
4. Excellent analytical and multitasking skills

## **EXPERIENCE:**

1. Worked with young people in a sports/community environment
2. Demonstrated ability to communicate with players and coaches to any age group
3. Knowledge of the game, its strategies and able to successfully plan and implement this knowledge in a coaching situation

## **ABILITIES & SKILLS:**

1. Excellent communication, organisational skills and the ability to build successful relationships
2. Flexibility, ability to work under pressure, to deadlines with minimum supervision
3. Good coaching and leadership skills
4. Enthusiasm to develop young people and develop a strong, inclusive team culture where everyone strives towards achieving the very best results

## **Note:**

1. It is an IHNZ requirement that the successful person will undertake Police Vetting as per the Children Act 2014.
2. This role is a volunteer role although some subsidies will be available.