



Role Title: Marketing, Communications and Relationship Development Manager

Role Description:

This is a newly created position to support the NZ Bridge Board increase the profile of bridge across New Zealand. The objectives are to grow participation in the game from beginners to international trialists, and to campaign to increase the membership and participation at club level.

There are no direct reports, although skills can be contracted in, as required.

This is a fantastic opportunity to develop and execute a media and communication strategy, as well as other initiatives, to engage with learners, players, and clubs across the country. This is expected to be a part-time role (0.6 – 0.8 FTE) with the flexibility to be based anywhere in New Zealand.

Should you be successful, you will –

- Be part of the organisation's leadership team playing a key role in developing a strong organisational culture.
- Own, develop and operationalise the organisation's brand and communication strategies and delivery plan, to position the organisation and the game in a powerful and consistent manner.
- Work closely with our PR and comms agency (Fish Digital) to deliver these strategies and manage workstreams and outputs in a timely basis.
- Develop and champion the organisation's social media and website, being the go-to person in terms of insight, data and understanding of customer segments and audiences.
- Develop external PR and media relationships and utilize opportunities to build a strong and recognisable profile for the organisation and the game.

- Develop and leverage a network of ambassadors and influencers to generate more coverage.
- Liaise with and support our clubs and regional committees to ensure communications are well integrated and optimized.
- Support the delivery of commercial, fundraising and marketing partnerships.
- Lead the organisation's corporate affairs both in terms of internal communication and external communications, influencing and lobbying.

Performance objectives

- Strong and consistent presence of bridge across New Zealand
- Increased awareness/profile of bridge across NZ
- More players accessing the web site and learning and playing bridge (increased participation)
- Well-resourced clubs for local promotion (increased membership at club level)

Expected Experience

- Experience working within a sports, mind sports or not-for-profit organisation.
- Previous experience in a communications role with a well-developed understanding of services marketing and communications mix.
- Experience of positioning and building a brand, growing awareness, and changing perceptions.
- Practical knowledge of using and maximizing data, digital channels, and social media platforms.
- Experience of developing and executing campaigns delivering against objectives.
- Relevant qualifications and a knowledge of the game are an advantage but not essential.

Skills and Behaviours

- An engaging communicator with excellent verbal and written communication skills.
- Up for a challenge and have a positive, energizing, can-do attitude.
- A proven team player who seeks out common goals and brings people together.

- Open-minded with a desire to understand and get the best out of others.
- Hard working and accountable, with an appetite for continuous improvement.
- Ability to be a self-starter and able to work effectively, remotely.

NZ Bridge is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We oppose any form of unlawful and unfair discrimination and make recruitment decisions based solely on qualifications, merit, and business needs at the time.

Role Details

Salary will be dependent on skills and experience.

A copy of the role profile will be available on request.