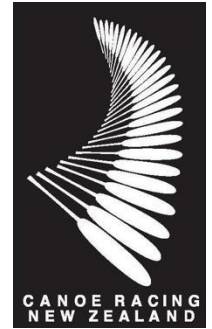


## CANOE RACING NEW ZEALAND

### POSITION DESCRIPTION ENGAGEMENT, MEDIA AND COMMS CONTRACTOR



#### This Role

The Engagement, Media And Comms Contractor role is new at CRNZ. Our objective in creating this role is to bring a fresh perspective to the traditional sport “comms manager” job, focusing on social media and web design.

This role has three main purposes:

- To create visual and written content for social media and web
- To assist with web and graphic design for CRNZ and our sub-brand *Paddler*
- To grow/develop engagement and communication with our paddling communities

The role will initially be part-time (approx. 0.4 FTE), but we intend that hours will increase as our sport grows over the next year or two.

#### About CRNZ

CRNZ is the national sports organisation (“**NSO**”) responsible for flatwater and ocean kayaking in NZ. CRNZ owns a sub-brand, *Paddler*, which aims to connect and promote paddle sports generally.

CRNZ’s Vision is to be the World’s Best Paddling Nation

Strategic Objectives:

- *Participation*: to build a large, diverse community of paddlers, coaches and volunteers, participating in a range of disciplines for fun, wellbeing and competition
- *Performance*:
  - HP: NZ Kayakers consistently winning World and Olympic medals;
  - HPAD: A talent pathway that consistently identifies and prepares the right athletes for high performance;
  - Sport: A healthy, vibrant sport providing a pool of talented athletes and opportunities for those athletes to achieve their goals in kayaking.
- *Engagement*: to connect Kiwis with our sport and build a more engaged community through communication and technology

#### Key Relationships

Reports to: Participation Lead

Direct Reports: None

Engagement, Media And Comms Contractor will maintain and foster effective relationships with the following people:

- CRNZ staff and coaching team
- Athletes and the paddling community
- NZ paddling clubs and club coaches
- Other sports, particularly comms staff and content creators

#### KEY RESPONSIBILITIES

##### *Content*

- Create and post (or coordinate creation of) social media content:
  - Photos and captions
  - Videos
  - Insta stories
- Maintain CRNZ (Wordpress) and *Paddler* (Wix) websites
- Write articles for web platforms
- Lay-up stakeholder and engagement newsletters Acknowledge CRNZ and *Paddler* sponsors

##### *Design*

- Design and lay-up CRNZ and *Paddler* documents and content according to the relevant style guides
  - Resources
  - Posters
  - Reports and strategic docs

- Create memes and images
- Design merch for CRNZ and *Paddler*

## **PERSON SPECIFICATION**

### **Attributes, Skills and Qualifications**

The most important attributes for the role are:

- Creativity & innovation
- Enthusiasm
- Ability to quickly build trust and great relationships
- Organisation, efficiency and work ethic
- Ability to understand and communicate strategy (our comms must reflect our strategic objectives)
- Enterprise and an eye for commercial opportunities
- Passion for watersports and recreation (extra credit for being a paddler!)

Key skills are:

- Graphic design using Adobe suite
- Web design
- Basic photography & photo editing
- Basic videography and video editing
- Strong written and verbal communication (ideally some knowledge of te reo)

A tertiary qualification in a relevant field would be preferred, but we are open to candidates who are able to demonstrate skills to an equivalent level.

### **HEALTH AND SAFETY**

Everyone in our team has a responsibility to contribute towards a healthy and safe professional environment, and to model healthy behaviours to our community. This is achieved by:

- Practising and encouraging safe work methods, using resources and equipment appropriately.
  - Taking all reasonable and appropriate steps to minimise (and where possible eliminate) the risk of harm or injury to others.
  - Reporting all workplace hazards and accidents via the relevant process.
  - Observing all relevant CRNZ policies and processes.
- Because of the “outward-facing” nature of this role, it will be vital to ensure all content and comms promote healthy and safe practice and values.