

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.