



Job Description - NZBLAX Communications Coordinator

Position:	NZBLAX Communications Coordinator
Purpose:	To work closely with the NZBLAX Head Coach, Coaching and Management Team and NZBLAX players to manage all social media communications for the 2021 NZBLAX campaign
Reports to:	NZWLA High Performance Director and NZWLA Publicity Officer
Works with:	NZBLAX Head Coach, and NZBLAX Coaching & Management Team
Tenure:	Until the end of the 2021 NZBLAX Campaign
Responsibilities and Tasks:	<ul style="list-style-type: none"> ● Administer the NZBLAX social media outlets in coordination with the NZWLA Publicity Officer (Facebook, Instagram, Twitter, YouTube and any other social media) ● Content creation on social media to increase the profile of the NZBLAX team and campaign ● Provide general communication assistance for the NZBLAX including maintaining posts and any external media relations ● Connect the lacrosse community (domestic and international) with the NZBLAX team ● Produce monthly reports to all NZBLAX players which include, logistics and regular updates from coaches and management ● Work with any external sponsors as necessary ● Work alongside the NZWLA Publicity Officer in reaching out to relevant media outlets to increase the profile of the NZBLAX team ● Provide quarterly data and metrics to NZWLA Publicity Officer for NZWLA Quarterly Report
You will have:	<ul style="list-style-type: none"> ● Strong organisational and time management skills ● A strong creative background e.g. graphic design experience is

	<p>an advantage</p> <ul style="list-style-type: none"> ● Ability to prioritise and work efficiently ● Strong interpersonal and communication (verbal and written) skills ● Able to work independently and as part of a team ● Proficiency using Microsoft Office (Outlook, Word and Excel) and Google Suite ● Experience using social media including Facebook, Twitter and Instagram ● Confidentiality ● Ability to work with relevant external parties e.g. sponsors ● Passion and interest in women's lacrosse
<p>Key Metrics of Success:</p>	<ul style="list-style-type: none"> ● Increased and sustained metrics across all social media platforms, including: <ul style="list-style-type: none"> ○ Volume ○ Engagement ○ Reach ● Consistent and clear content from NZBLAX providing players and community with regular and up to date communications