

## Marketing and Communications Coordinator

The Marketing and Communications Coordinator role will play a key part in helping Canterbury Golf tell our story with communications and content that engages, connects and informs our current and potential stakeholders.

The role provides an exciting opportunity for someone to combine their wide communication skillset and passion for golf, managing Canterbury Golf's communications across an increasingly more diverse audience in today's highly digital environment.

This part-time role will focus on addressing the communication gaps and opportunities identified through a recent strategic communication workshop and delivering communication outcomes within the subsequent published Canterbury Golf Social Media and Communications Strategy.

### Key Objectives

- Social media management: scheduling, posting, monitoring.
- In-house video: short-form, informal video for use across socials.
- Profile writing: interviewing, writing player/sponsor profiles.
- Photography: proficient in basic photography for use across website/socials.
- EDM: EDM writing and building (using pre-designed templates).
- Resource creation: creation of posters for events (using pre-designed templates).
- Website management: Writing and publishing of website articles and previews as required.
- Search Engine Optimisation (SEO): Improving Canterbury Golf's website's visibility in search engine results pages for specific keywords and phrases, aiming to increase organic traffic.

<b>Reports to</b>	Canterbury Golf General Manager
<b>Key Relationships</b>	<ul style="list-style-type: none"> <li>• Canterbury Golf staff</li> <li>• External design, video, copywriting, and communications strategy specialists, as required</li> <li>• Canterbury Golf Clubs</li> <li>• Sponsors</li> <li>• Golf NZ, as required</li> </ul>

### Key Competencies

- Experienced in social media management.
- Knowledge of social media and digital advertising platforms (i.e. Google Ads)
- Solid copywriting ability, with the knowledge of how to write for different platforms/mediums.
- Experience or ability to learn website management.
- Basic photography/videography skills – shooting with iPhone, editing using software such as CapCut, Adobe Premier Rush/Pro etc.
- Ability to use templates in programmes such as Campaign Monitor/Canva to create resources.
- An understanding of, and LOVE of, all things golf!
- Excellent administration, organisational and planning skills.
- Ability to prioritise and work independently in an efficient and timely manner.
- Good attention to detail/accuracy.
- Ability to work as part of a team.
- Enthusiastic and motivated.
- Current drivers licence.

## Key Areas of Accountability

<b>Management of Canterbury Golf's Social Media Framework</b>	<ul style="list-style-type: none"> <li>Plan, create and publish social media content aligned to Canterbury Golf's Social Media framework and the three identified objective themes, which are: <ul style="list-style-type: none"> <li>-Demand generation: To connect people with Canterbury Golf.</li> <li>-Demand conversion: To educate people about Canterbury Golf and the programmes it offers.</li> <li>-Demand retention: To keep our audience engaged and connected with the game of golf and Canterbury Golf.</li> </ul> </li> </ul>
<b>Management of Canterbury Golf's EDM (Newsletter) creation and distribution</b>	<ul style="list-style-type: none"> <li>Create a refreshed, redesigned and structured template for future EDM's.</li> <li>Create bi-monthly EDM's that follow the established EDM Framework &amp; segments, using pre-designed templates</li> <li>Implement EDM structure suggestions identified within Canterbury Golf Social Media and Communications Strategy</li> </ul>
<b>Management of Canterbury Golf's Content Creation Plan</b>	<ul style="list-style-type: none"> <li>Creation of an annual plan to capture content and produce high-quality videos for identified projects, often working alongside external specialists</li> </ul> <p>Content to focus not only on major competition events, but to additionally profile other programmes offered or Canterbury Golf supporters. Types of content projects include:</p> <ul style="list-style-type: none"> <li>-Canterbury Golf's major competition/events</li> <li>-Player pathway visualisation</li> <li>-Sponsor profiles</li> <li>-Series of fun, entertainment driven pieces of different characters &amp; clubs (YouTube golf influencer style)</li> <li>-Player Profiles</li> <li>-Canterbury Golf Behind-the-scenes videos</li> </ul>
<b>Engagement with External Communication specialists</b>	<ul style="list-style-type: none"> <li>Develop productive working relationships with various external design, video, copywriting, and communications strategy specialists to create templates and content.</li> </ul>
<b>Internal Communication management</b>	<ul style="list-style-type: none"> <li>Assist and lead on various Canterbury Golf internal communications such as website articles, SEO and the annual report</li> </ul>
<b>Relationship Management</b>	<ul style="list-style-type: none"> <li>Maintain and develop collaborative relationships with Canterbury Golf Clubs.</li> <li>Uphold the values and purpose of Canterbury Golf within the wider community</li> </ul>
<b>Other Responsibilities</b>	<ul style="list-style-type: none"> <li>Attend training opportunities provided by Canterbury Golf as required.</li> </ul>