



## **BOP Major Squash Events Incorporated**

### **POSITION DESCRIPTION**

#### **Marketing & Communications Manager**

#### **World Junior Squash Championships 2017**

#### **Background**

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- BOP Major Squash Events Inc is an Incorporated Society which has been granted the right to deliver the World Junior Squash Championships by Squash New Zealand in Tauranga.
- BOP Major Squash Events Inc is responsible for planning and delivering the World Junior Squash Championships primarily in Tauranga in 2017. A separate Hosting Agreement has been signed between SNZ and BOP MSE to deliver the WJC2017.
- The WSF Women's World Junior Team & Individual Championships comprises three events featuring both men's and women's junior individual events which take place together; and are followed by a Women's Junior Team Championship.
- The Event will be held on 18-29 July 2017.
- BOP Major Squash Events Inc has a clear vision to deliver the best World Junior Squash Championships ever and one of its objectives is to ensure that its partners and stakeholders are with them on the journey.

#### **Key Purpose of Role**

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The purpose of the role is to create and oversee the delivery of the event marketing and communications plan based on the requirements and standards set by the Governing Body and the Management Committee.

#### **Key Relationships**

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- Championship Director
- Event Logistics Manager
- BOP Major Squash Events Inc
- World Squash Federation
- Squash New Zealand
- Local Clubs & Venues
- Local Organising Committee
- Volunteers

## Key Functions of the Role

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### **1. Develop and Deliver a Marketing and Communication Plan**

- a. Ensure robust planning and delivery in all aspects of the Marketing and Communications Plan, delivering the Plan within agreed timeframes with specific attention to a Ticket Sales campaign, social media plan, Community engagement, Radio Advertising, Event specific material (posters, flyers, printed advertising) and promoting sponsors and key stakeholder messages
- b. With the support of the Event Logistics Manager and Management Committee, create and deliver a ticketing campaign, including appointment of ticketing provider
- c. Have a high degree of understanding of the Championship guidelines and the standard of delivery expected by the Management Committee
- d. Develop a signage plan for all venues and ensure that all signage has been approved by the WSF Office in respect of possible television and general restrictions
- e. Work closely with the Championship Director, Event Logistics Manager and Media Manager on all opportunities that are presented.

### **2. Support of Key Staff**

- a. Support the Event Logistics Manager and Championship Director as and when required.
- b. Support the recruitment of voluntary roles with regard to Marketing, Media and Venue Management

### **3. Stakeholder Relationship Management**

- a. Have a high degree of understanding of the requirements and expectations of key stakeholders (including government agencies and key sponsors), identify signage and activation opportunities, create and implement a signage plan across all venues and sponsor activations.

### **4. Management of Website and Social Media Content**

- a. Create and develop website and social media platforms.
- b. Maintaining and updating the website as and when information is made available
- c. Regularly update all forms of social media to an agreed plan which includes event specific promotion and sponsors inclusions
- d. Ensure that all visible platforms and communication adhere to brand/event specific guidelines.
- e. Work closely with the Media Manager to plan live coverage through the event.

### **5. Financial Understanding**

- a. Ensure a robust financial understanding of the event budget
- b. Work to agreed event budget and ensure full visibility
- c. Identify areas for cost saving or revenue opportunities.

## Remuneration

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The role is a part time fixed term contract. Rate is between \$20K-\$30K dependant on experience and skills. The successful applicant is required to be available in Tauranga.