



# POSITION DESCRIPTION

*POSITION: Marketing,  
Communications and  
Sponsorship Lead*

---

## WHO ARE WE

Based in Auckland, Gymnastics New Zealand (Gymnastics NZ) is the national body responsible for the development, promotion, governance and leadership of gymnastics sports throughout New Zealand.

Gymnastics is a collective term for Gymnastics for All (recreational), Aerobic Gymnastics, Men's and Women's Artistic Gymnastics, Rhythmic Gymnastics and Trampoline Gymnastics.

Gymnastics is a foundation of all sport, recreation & performing arts – gymnastic sports are foundation skills for life.

Gymnastics is fun and builds confidence for all ages, from early childhood to adult.

Gymnastics is inclusive.

We grow great New Zealanders through Gymnastics!

## ORGANISATION

## VALUES

**Keep the balance** – We collaborate, fluidly balancing individual, group, organisation and stakeholder goals.

**Own the smile** – We have fun, relishing the unison of mind, body and spirit in practice and performance.

**Chase the challenge** – We embrace excellence, always striving for maximum participation and a flawless result.

**Play things fair** – We act with integrity, valuing everyone's place and choosing solutions that work for all.

**POSITION TITLE***Marketing, Communications and Sponsorship Lead*

---

**MANAGER**

This position reports to the General Manager/CEO

**LOCATION**

Grafton, Auckland – National Office

**PURPOSE**

To lead the development and implementation of strategies, activity and partnerships designed to make gymnastics more visible, accessible and appealing to existing and new audiences. Resulting in strengthened retention and engagement, increased participation, and revenue via memberships, sponsorships, funding and partnerships.

**KEY****RESPONSIBILITIES****MARKETING AND COMMUNICATIONS**

- Develop a marketing and communications strategy including a strong emphasis on aligned messaging and storytelling to strengthen the Gymnastics NZ value proposition and create engagement with the public, the community and key stakeholders
- Identify key audience segments and their needs and create and implement a marketing and communications activity plan that strengthens engagement and delivers to the marketing and communications strategy
- Embed this strategy and plan within the day-to-day activity and communications of the GNZ team in order to provide consistent communications to key audiences and stakeholders
- Manage Gymnastics NZ social, digital media, website and app presence providing reports and updates on the success of communication and various social and digital platforms
- In doing so create engagement and build a positive perception of the sport of gymnastics in the eyes of our community and broader audience

**COMMERCIAL PARTNERSHIPS**

- Support the GM/COO in creating and implementing a commercial partnership strategy that includes:
  - Identification of appropriate channels and activity for commercial sponsors/partners and develop marketing packages to take to market
  - Identification of potential sponsors/partners whose values align with the GNZ values and who can add value to our community while delivering revenue and creating leverage for the sport
- Work closely with the wider GNZ team to ensure smooth and successful implementation of any commercial sponsorship/partnership activity

- Support the GM/COO in creating and maintain effective and appropriate commercial relationships for the mutual benefit of GNZ and commercial partners
- All GNZ staff are required to attend and staff the NZ Gymnastic Championships (Nationals). This is a great opportunity to build strong relationships with the GNZ Team.

KEY

- Gymnastics NZ staff and affiliated members

RELATIONSHIPS

- Commercial partners
- Sport New Zealand

ATTRIBUTES

- Champion for the customer – an understanding of the importance of customer/community engagement and the ability to clearly identify different audience segments and their importance to the organisation
- Experience in delivering marketing and communications strategies and activity that creates engagement, brand visibility and advocacy while delivering to organisational objectives
- Experience in or an understanding of key research principles, how to analyse and turn customer research findings/data into actionable engagement strategies
- Brand advocate – understands the importance of brand and brand positioning and can easily turn value propositions into demonstrable brand communications and activity
- Exposure to/experience in commercial sponsorships and partnership strategies and activity and relationships
- Can communicate strategies, inspire, and ensure ‘buy in’ from a diverse range of stakeholders across all levels of the game
- Ability to provide innovative, constructive, and effective recommendations across the organisation
- Experience working with agency partners

SALARY

This salary range will be negotiated based on experience and skill set.

PERFORMANCE  
REVIEW

Performance reviews will be carried out at six monthly intervals against mutually established performance objectives.