

Job Title: Events and Marketing Lead

Location: North Harbour Gymnastics, North Shore

Employment Type: Full-Time

About Us: Established in 1989, NHG Gymnastics is the largest leading gymnastics club in New Zealand dedicated to providing high-quality training and support to our athletes at all levels. North Harbour Gymnastics is a leading gymnastics club dedicated to fostering a love for gymnastics in a supportive and dynamic environment. We offer a range of programs for all ages and skill levels, from recreational classes to competitive training.

Position Overview: We are seeking a creative and motivated Events and Marketing Lead to join our team. This role is pivotal in promoting our programs, events, and brand, ensuring we reach and engage with our community effectively.

Key Responsibilities:

- **Event Planning and Execution:** Organize and manage all club events, including competitions, showcases, and community outreach programs.
- **Marketing Strategy:** Develop and implement marketing strategies to promote our programs and events across various channels, including social media, email, and local media.
- **Content Creation:** Create engaging content for our website, social media platforms, newsletters, and promotional materials.
- **Community Engagement:** Build and maintain relationships with local schools, businesses, and community organizations to enhance our visibility and partnerships.
- **Brand Management:** Ensure all marketing materials and communications align with our brand identity and values.
- **Analytics and Reporting:** Monitor and report on the effectiveness of marketing campaigns and events, using insights to optimize future activities.
- **Website Management:** Oversee the maintenance and updates of our website, ensuring it is user-friendly, up-to-date, and reflective of our brand.
- **Uniform and Merchandise Management:** Manage the procurement, distribution, and inventory of staff and athlete uniforms, as well as club merchandise.

Qualifications:

- Proven experience in event planning and marketing, preferably within the sports or recreation sector.
- Strong organizational and project management skills.
- Excellent written and verbal communication skills.
- Proficiency in social media management, digital marketing tools, and website management.
- Creative mindset with the ability to generate innovative ideas.
- Ability to work independently and as part of a team.

- Passion for gymnastics or sports is a plus.

What We Offer:

- Competitive salary based on experience.
- A supportive and collaborative work environment.
- The chance to make a meaningful impact on the lives of young athletes.

How to Apply: Interested candidates are invited to submit their resume and a cover letter detailing your qualifications and experience to ceo@nhgym.co.nz by 10 January 2025.

Join us at North Harbour Gymnastics and be a part of a team that is dedicated to excellence in gymnastics and the development of our athletes!