



Digital and Content Executive

Job Title: Digital and Content Executive	Department/Unit: Marketing and Communications
Current Position Holder:	Reports to: Digital Insights and Creative Manager
Date Completed:	Employment Status: Standard Employment Contract

PURPOSE OF THE POSITION

The Digital and Content Executive role is part of the Marketing and Communications Team and reports to the Digital Insights and Creative Manager. The role focuses on digital marketing, content creation and management of NSW Waratahs/NSW Rugby social media channels and internal/stakeholder communications. This role is designed to increase NSW Waratahs and NSWRU digital footprint, enhance engagement with key stakeholders (including members and fans) as well as provide communications support across all business units.

KEY RESULT AREAS

	Expected Performance Outcomes
Implement the communications and digital marketing strategy of NSW Rugby	<ul style="list-style-type: none"> • Oversee the successful implementation of the NSW Rugby Union Communications Strategy; including the development and delivery of a consistent schedule of digital content that aims to grow the NSW Rugby Union/NSW Waratahs digital footprint as well as align to the broader marketing campaigns and strategy • Build the profile of our brand across the organisation from grassroots community programs through to elite programs, including building the profile of the athletes, competitions and program. • Provide the written content and digital assets to be included in NSW Rugby Union/NSW Waratahs EDMs that is sent out to various stakeholder groups, including developing an EDM schedule and reviewing data analytics to drive specific content; • Ensure that all stakeholders are at the centre of the communications role including developing tailored communications engagement for the different stakeholders • Create and manage the weekly content schedule to promote rugby across NSW • Develop engaging content that focuses on promoting NSW Rugby Union/NSW Waratahs strategic priorities;

	<ul style="list-style-type: none"> • Film and edit all video footage from NSW Waratahs/NSW Rugby media sessions, including press conferences, interviews and colour content pieces • Photograph and archive all relevant imagery • Manage external freelance photographers on game days and other major NSW Waratahs team and NSW Rugby events
<p>Primary Responsibilities</p>	<ul style="list-style-type: none"> • Implement a digital marketing strategy, in line with NSW Rugby Union/NSW Waratahs Communication Plan, that seeks to increase the organisation's digital footprint and provides direct support to the Media and Communications Manager • Execute the NSW Rugby Union/NSW Waratahs Communications Plan (in consultation with the Media and Communications Manager) including digital, internal and external communications strategies • Work with NSW Rugby Union/NSW Waratahs corporate partnerships team to develop digital and branding leveraging opportunities for NSW Rugby Union/NSW Waratahs partners • Create new digital/social media initiatives that contribute to the brand awareness of NSW Rugby Union/NSW Waratahs • Work with Digital Insights and Creative Manager re data collection processes including but not limited to Google analytics, Google adwords, SEO practices and social media reach monitoring to develop appropriate reports as required • Provide support to the Media Communications Manager across all areas of the business • Other duties as may be prescribed from time to time.
<p>Measures</p>	<ul style="list-style-type: none"> • To be developed annually as part of the overall performance evaluation process, but will predominantly focus on: <ul style="list-style-type: none"> ○ Increasing the digital footprint of NSW Rugby Union/NSW Waratahs ○ Increasing traffic to NSW Rugby Union/NSW Waratahs website and social media channels ○ Improving engagement with key stakeholder groups ○ Successfully executing the brand leveraging plans with corporate sponsors
<p>Working Relationships</p>	<ul style="list-style-type: none"> • Establish and maintain effective relationships with team management and NSW Waratahs Players, NSW Rugby staff, Development Officers, media partners and key stakeholders. • Contribute as a member of the Marketing and Communications team and assist in the understanding and delivery of marketing and communications strategies across the wider organisation.

CORE COMPETENCIES, SKILLS , PERSONAL QUALITIES, QUALIFICATIONS AND EXPERIENCE

Essential	<ul style="list-style-type: none"> • Demonstrated experience in communications or digital marketing or similar – minimum 1-3years' experience • Relevant tertiary qualifications (marketing, communications, journalism, media) • Advanced digital marketing expertise and media insights, including the use of social media strategies to enhance the organisations profile • Experience with using video (SLR Camera)/audio capture equipment • Strong video capture, post-production and editing ability • Advanced skills with Adobe Creative Cloud programmes including Premier Pro, In Design and Photoshop • Exceptional written skills • Stakeholder management experience • A proven work ethic and time management skills • A service-provider mentality and an uncompromising commitment to quality
Desired	<ul style="list-style-type: none"> • Experience working within, or demonstrated understanding of a National Sporting Organisation • Demonstrated understanding of Rugby Union • Project management skills • Understanding of HTML code and website back-end

REPORTING RELATIONSHIPS

<p>This job reports to Digital Insights and Creative Manager of NSW Rugby/NSW Waratahs Rugby This job's immediate manager reports to the General Manager Marketing and Communications of NSW Rugby/NSW Waratahs Rugby</p>
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RELATIONSHIPS/INTERACTIONS

External	Internal
Supporters	NSW Rugby/ NSW Waratahs Board of Directors
Suppliers	NSW Rugby/ NSW Waratahs Management Team
Sponsors	NSW Rugby/ NSW Waratahs Staff
Stakeholders	NSW Rugby/ NSW Waratahs Team
Professional Agencies	

Person Profile

COMPETENCIES/ATTRIBUTES

<p>Strong team player. Excellent / accurate processing skills. Works hard but can enjoy himself/herself and celebrate success. Willingness to take ownership and be held accountable. Ability to work with a diverse team and build successful working relationships.</p>

Ability to comfortably work on a number of different projects at the same time, and still deliver quality content

Displays sound business judgment and decision making capability.

Willing and able to work outside of normal working hours.

Strong empathy for rugby.

Excellent planning and organisational skills.

Excellent communication skills.

Management of self.

Good understanding of relationships required with other external providers to the business.

Competitive edge - 'excellence without compromise'.

Ability to be discreet with confidential information.