



CANDIDATE BRIEF

Snow Sports NZ Communications Manager

Can you bring your proven communication skills to support New Zealand's athletes, our stakeholders and inspire New Zealand?

- Winter Olympic and Paralympic performances
- High performance coach and athlete development
- Membership organization – inform, facilitate, advocate and engage
- Sport environment
- Wanaka-based
- Casual contract, variable and flexible hours 0.6FTE (more hours required over NZ winter and less during NZ summer)

If you think you meet the criteria below, we would like to hear from you:

- You know and believe in inspiring New Zealanders through high performance sport success; it's a way of life, not just a job.
- Your interest and focus on sport drive a massive work ethic and your "can do" attitude means you deliver the right messages at the right time.
- You can demonstrate the highest professional standards and personal credibility within the communications industry preferably with a slant to winter and snow sports.
- You are able to work independently and flexibly but are willing to be part of a small and close-knit team.
- You'll have to show us that you know your stuff, have relevant knowledge and experience at stakeholder engagement, and are able to provide a high level of leadership in communication services to Snow Sports NZ.
- You know the Snow Sports NZ sport disciplines and the relevant domestic and international sport systems and structures.
- Can ski or snowboard well enough to make your way around the NZ ski resorts.

The Organisation:

Established as an incorporated society in 2008, Snow Sports NZ are about competitive snow sports pathways, our members, and providing opportunities, from grassroots to winning on the world stage. We are the national sporting organisation representing the interests of adaptive snow sports, alpine ski racing, cross country skiing, freeskiing and snowboarding in New Zealand.

Our High Performance Programme is focused on delivering medal-winning performances at Winter Olympic, Paralympic and premier international events. The dedicated programme targets the support and performance enhancement of identified athletes and coaches to achieve medal-winning outcomes.

We are a member based organisation and administer, enable and facilitate domestically and internationally the snow sports disciplines.

Following on from medal-winning success of recent years and our delivery of service each season, we are now seeking a Communications Manager to join the team at Snow Sports NZ and support the athletes and organisation to the next level.

The role:

Reporting directly to the CEO, our Communications Manager works across the organisation and plays a key role in stakeholder engagement. The successful applicant will help drive the strategic direction, culture and level of engagement of the organisation. They will help lead the growth and success of competitive snow sports and member satisfaction in New Zealand and promote our New Zealand athletes and our activities.

Demonstrating the ability to build trust quickly and support team members, the Communications Manager will have a collaborative and creative approach, show attention to detail and timelines and have the ability to meet challenging targets in high-pressure situations.

Well-developed judgement and sense of integrity to deal with sensitive and confidential issues will define success in the role. You will have exceptional communication skills in both oral and written formats and a proven ability to produce mass communications and media releases quickly and accurately under pressure. Being a follower of sports is a prerequisite! Plus knowledge of snow disciplines and the domestic and international systems for the snow codes.

Based in Wanaka, the successful applicant will also spend some time working at resorts around New Zealand. The successful candidate will demonstrate a drive for continual improvement and results, have a personal style that is adaptable and resilient, and be able to build and maintain inspirational and authentic relationships. To top it all you will be able to fit into a small, driven team that loves their sport and having fun along the way.



Wanaka as a place to live:

Wanaka is NZ's premier lake and alpine destination. Surrounded by majestic mountains and set on the shores of the crystal-clear Lake Wanaka, the natural beauty and the unique energy of the region create the perfect backdrop for a lifestyle full of adventure and/or relaxation.

Nearby Queenstown offers an international gateway to overseas destinations as well as NZ's domestic options.

With four distinct and unique seasons, Wanaka has year-round appeal with each season offering a markedly different experience. Enjoying a continental-style climate with long hot summers and cool, crisp winters, the town and surrounding areas truly offer something for every season. Adventure activities are available year-round, from snow sports to water sports and biking, hiking and climbing. The region's wineries are renowned as some of the best in the country. If golf is your thing then a variety of world-class courses are located in the region.

The town's primary and secondary schools not only offer great education but also locally based extra-curricular activities, including school skiing. Mount Aspiring College is renowned for its outdoor education programme.

Snow Sports NZ encourage all of our staff to be part of a community that makes the most of the environment we are lucky enough to live and work in.





Snow Sports NZ Vision:
New Zealand athletes consistently winning medals on the world stage.

Organisational Purpose:
To lead and support the growth and success of competitive snow sports in New Zealand.

JOB DESCRIPTION

POSITION	Snow Sports NZ Communications Manager
REPORTING TO	CEO
DIRECT REPORTS	None
LOCATION	Wanaka
HOURS OF WORK	Hours as necessary to carry out your duties. Some weeks will be approximately 40 hours until the end of the NZ winter and will include working outside normal office hours at weekends and evenings. 0.6FTE per annum.
POSITION OBJECTIVE	The Communications Manager will provide a comprehensive, high level of leadership and direction in communication services to Snow Sports NZ.

THE ORGANISATION:

Established as an incorporated society in 2008, Snow Sports NZ are all about competitive snow sports, from grassroots to winning on the world stage. We are the national sporting organisation representing the interests of adaptive snow sports, alpine ski racing, cross country skiing, freeskiing and snowboarding in New Zealand.

RELATIONSHIPS

Internally

- Snow Sports Discipline Managers
- High Performance Director
- Chief Executive
- All Snow Sports NZ staff
- Athletes
- Coaches

Externally

- Snow sports committees
- Snow Sports NZ funders
- Snow Sports NZ sponsors
- All Media
- New Zealand Olympic Committee

- High Performance Sport NZ
- Paralympics NZ
- Ski areas
- Technical Directors and Race Organising Committees
- Winter Games NZ

KEY TASKS & EXPECTED RESULTS

This role will play a significant part in SSNZ achieving its strategic priorities that will be ultimately measured by:

- Operational excellence;
- Making a positive difference for stakeholders to the delivery of communications for the organisation;
- Increasing overall stakeholder engagement through our communication channels;
- Financial sustainability;
- Communication of athlete and coach development pathways and opportunities, and
- Our athletes and success on the World Stage (World Cup, World Championships, Winter X-Games, Winter Olympics, Winter Paralympics, Freeride World Tour) is publicised effectively.

SSNZ STRATEGIC AREA	KEY TASK – <i>The tactics</i>	EXPECTED RESULTS
Excellence	Advocate	<ul style="list-style-type: none"> ▪ Advocate for and promote Snow Sports in the NZ media
Winning	Engagement	<ul style="list-style-type: none"> ▪ Be the primary point of contact for all media requests around Adaptive, Alpine, Cross Country, Freeski and Snowboard ▪ Develop media releases, social media
Excellence	Strategic Direction	<ul style="list-style-type: none"> ▪ Working with Snow Sports NZ personnel to develop and implement a sport wide communications plan ▪ Regular and relevant communication to all snow sports members, funders and sponsors
Excellence	Communications	<ul style="list-style-type: none"> ▪ Regularly communicate with members, media, funders and sponsors ▪ Engage key stakeholders

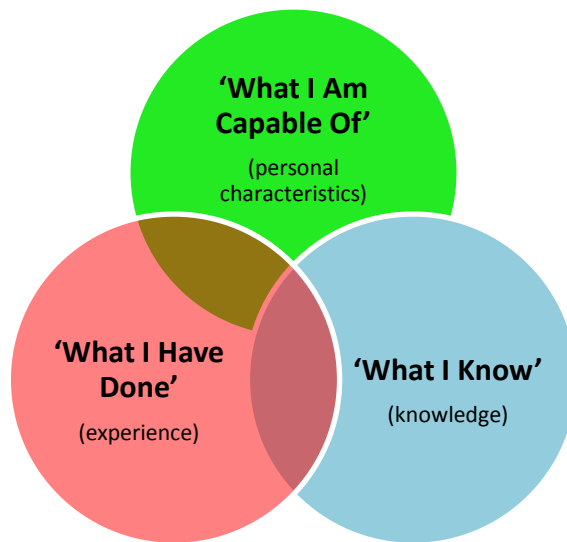
Excellence	Website	<ul style="list-style-type: none"> ▪ Ensure information on the website relating to all Snow Sports is accurate, relevant and timely
Excellence	Planning	<ul style="list-style-type: none"> ▪ Develop annual operational plans for SSNZ communications
Excellence	Budgeting	<ul style="list-style-type: none"> ▪ Develop annual operational budgets for Snow Sports NZ communications
Excellence	Reporting	<ul style="list-style-type: none"> ▪ Prepare reports and presentations for sport committees, Snow Sports NZ Board and funding partners as required ▪ Manage and report against operational plans and budgets
Excellence	Promotions and Public Relations	<ul style="list-style-type: none"> ▪ Organise athlete profiles, vignettes etc. for annual Snow Sports NZ Awards ▪ Coordinate the development of high quality promotions, marketing collateral and public relations activities
Winning	Collaboration	<ul style="list-style-type: none"> ▪ Work with elite athletes to manage their profiles and brand exposure in order to attract personal sponsors ▪ Ensure membership benefits and communications are informed by members' needs

Section D

PERSON SPECIFICATION

This part of the position description defines the key elements of the Snow Sports NZ Communications Manager.

To keep the Success Profile simple, a framework comprising three components has been created. The details of each component are outlined in the following pages.



1. 'What I Am Capable Of' (personal characteristics)

These competencies define clusters of behaviours, knowledge, and motivations that are related to success or failure within the role of Communications Manager.

High Performance Characteristics – The 'Price of Entry'

Driven by Achieving Results <ul style="list-style-type: none">• Ability to meet challenging targets in high-pressure situations• Competitive and has the will to win• Seeks challenging performance opportunities• Prepared to go the extra mile to get the job done	High-Speed Learning <ul style="list-style-type: none">• Continually challenges their own ability• Has a fixation for new learning – is constantly learning and seeking ways to improve• Quickly applies learning to achieve results• Takes risks in learning
Self-Awareness <ul style="list-style-type: none">• Is clear on others' expectations of them• Understands the impact their behaviour has on others• Challenges their own leadership ability• Remains humble• Continually seeks feedback from athletes, NSO staff, and others.• Regularly challenges their own professional knowledge and skills.	Passion/Tenacity / Resilience <ul style="list-style-type: none">• Leading in the HP sport environment is a way of life, not a job• Passion drives a massive work ethic• Never lets up despite obstacles and setbacks• Ability to achieve difficult results through tactics, hard work, perseverance and high energy• A "can do" attitude with strong concept of the "team"

Specific to a leader in a people industry

Trust & Integrity <ul style="list-style-type: none">• Is direct and truthful• Keeps confidences• Doesn't misrepresent themselves for personal gain• Builds empathy• Operates with integrity• Ability to foster mutual trust and respect as a key component of creating honest one-on-one conversations	Adaptability <ul style="list-style-type: none">• Sees others' views and tailors behaviour and messages appropriately• Ability to maintain effectiveness when experiencing major changes in structures, processes, requirements, environments or cultures
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Communications Manager - *Specific Characteristics*

<p>Building & Maintaining Relationships</p> <ul style="list-style-type: none"> • Relates well to all kinds of people • Builds rapport well • Uses diplomacy and tact when needed • Has the patience to listen to others • Remains open to ideas • Supports others • Well-developed judgement and sense of integrity to deal with sensitive and confidential issues • Ability to resolve conflict with amicable agreement between more than one party 	<p>Manages the Work</p> <ul style="list-style-type: none"> • Ability to multi-task with proven time management, prioritising and organisational skills • Makes preparations so that own and others' work can be done effectively • Schedules to avoid conflict • Leverages resources to complete work efficiently • Stays focused to ensure completion
<p>Planning & Prioritising</p> <ul style="list-style-type: none"> • Sets crystal clear and realistic outcomes • Zeros in on critical aspects and puts the trivial aside • Breaks down work into objectives and process steps; relentlessly focusing on detail when necessary • Delegates work to the right people at the right time • Anticipates and adjusts for roadblocks • Evaluates performance against objectives 	<p>Continuous Improvement</p> <ul style="list-style-type: none"> • Encourages boundary breaking • Suggests new possibilities • Implements innovations appropriately and manages the associated risks • Seeks new ways of delivering effective programme support
<p>Vision & Purpose</p> <ul style="list-style-type: none"> • Develops and embraces, and is comfortable with, a compelling vision and sense of purpose • Frames the vision so it can be shared • Talks beyond today • Talks about possibilities 	

2. 'What I Have Done' (experience)

To be successful as a Communications Manager it is expected that the individual will have been exposed to experiences that shape their future responses to often challenging situations.

Essential

- A keen interest and understanding of snow sports
- Experience working with and managing media
- Development of marketing/communications collateral
- Proven ability to produce mass communications and media releases quickly and accurately under pressure
- Proven ability to communicate effectively in both oral and written formats
- Ability to use databases and websites for communications
- Ability to use social media tools to disseminate information
- Familiar with multiple social media channels and their purpose and trends
- Experienced presenter to various audiences with advanced techniques and skills

Desirable

- Development of operational plans and budgets
- Reporting against outcomes to a committee or board

3. 'What I Know' (knowledge)

Our Communications Manager will need to know their stuff. This will ensure they deliver excellence and will contribute to their personal credibility.

Essential

- High level of knowledge and understanding of snow sports
- Proven experience and knowledge of time management and prioritisation tools and techniques
- Proven ability to use the full suite of Microsoft tools
- Proven ability to use a variety of social media platforms to engage appropriately with multiple stakeholders
- High level of literacy and command of the English language
- Capable Skier or Snowboarder
- Minimum 3 years' experience in a previous communication role

Desirable

- Strong networks within the snow sports industry



Please send a CV and
covering letter to
Jan@snowsports.co.nz
Application close 5pm
on the 29th July 2020