



Communications & Engagement Manager

SECTION A

REPORTS TO: Chief Executive Officer

DIRECT REPORTS: Social Media Coordinator

LOCATION: Wānaka or remote (by agreement)

TYPE: Part-time (c0.6FTE), Fixed-term (12 months) - Parental Leave Cover

DATE: November 2025

RIGHT TO WORK IN NZ: Required

SECTION B

PURPOSE OF THIS ROLE

The Communications & Engagement Manager leads Snow Sports New Zealand's (SSNZ's) strategic communications and engagement function - shaping how the organisation connects with its athletes, members, partners, funders, and the wider public. This role ensures every story, message, and channel reflects SSNZ's purpose, brand, and values. It provides strategic direction, governance, and leadership across all communications activities.

KEY RESPONSIBILITIES

Strategic Leadership & Planning

- Lead development and delivery of SSNZ's Media & Communications Strategy.
- Translate organisational goals into actionable communications plans and campaigns.
- Oversee internal communications to ensure clarity, alignment, and values-driven storytelling.

Brand Governance

- Own SSNZ's brand identity, tone of voice, and visual standards.
- Approve collateral and content for consistency and compliance.
- Maintain and update SSNZ's Brand Kit and Communications Policies.

Media & Public Relations

- Serve as the primary media contact.
- Develop and approve press releases, statements, and briefings.
- Manage media training and provide guidance.
- Oversee crisis and issues communications.

Stakeholder & Partner Engagement

- Lead communications for funders, partners, and government agencies.
- Oversee sponsorship and fundraising communications to ensure brand and partner alignment.
- Represent SSNZ in external forums.

Domestic Event & Campaign Oversight

- Provide strategic oversight for all major events including Awards Night, AGM, Nationals.
- Approve messaging, scripts, and collateral.
- Collaborate with the Social Media Coordinator for digital coverage.

International Event & Media Coordination.

- Work with Social Media Coordinator to coordinate event-based communications including coverage, press releases and collateral.
- Support athlete media engagement and interview scheduling.
- Capture and distribute event imagery.

Digital and Content Governance

- Oversee content strategy across SSNZ's website and social media.
- Maintain governance for digital assets.
- Ensure compliance with media rights and brand protection.

Measurement & Reporting

- Report quarterly to the CEO and Board on communication performance.
- Analyse engagement metrics to inform planning.
- Manage communications budget aligned with strategy.

Team Leadership

- Lead, mentor, and support the Social Media Coordinator.
- Foster collaboration and continuous improvement.