

Community Manager

ABOUT ATHLETICS NEW ZEALAND

Athletics New Zealand's role is to encourage, enhance and promote all aspects of Athletics in New Zealand and each week thousands of people take part in Athletics New Zealand initiatives. From pre-schoolers to school aged children in school and club based athletics activities, to teenagers, adults and masters across a wide range of events and opportunities. From fundamental movement skills programmes, to family club nights in the suburbs, to regional, national and international level competitions.

This is achieved via a network of more than 180 clubs from Kaitaia to Invercargill, and with a number of key delivery partners including specific children's, schools and masters organisations. Several corporate backers, Trust Funds, Sport New Zealand and High Performance Sport New Zealand in particular, provide valuable support and funding in assisting Athletics New Zealand achieve its goals.

Athletics New Zealand has a rich heritage of Olympic and Commonwealth Games success. Athletics New Zealand has spawned some of New Zealand's sporting icons – Jack Lovelock, Peter Snell, John Walker and recently, Beatrice Faumuina, Nick Willis, Valerie Adams and Tom Walsh. They are part of the sporting fabric of New Zealand – literally - being the first New Zealand sport to wear the colour black in an international sporting context!

Founded in 1887, Athletics New Zealand is New Zealand's member of the International Association of Athletics Federations (IAAF) which provides the international pathway for our thousands of participants, officials, coaches and administrators. Athletics New Zealand is tasked with enhancing and promoting all aspects of athletics activity in New Zealand including track and field athletics, cross country running, mountain running, road running and walking and associated programmes and development initiatives.

COMMUNITY MANAGER

Reporting to the Chief Executive the Community Manager will be the face of community athletics and will work in close partnership with the regions, clubs and Regional Sports Trusts (RSTs) to ensure the effective delivery of the Community Strategy which is aimed at increasing growth in participation and membership, coach and officials' development and club development.

A real emphasis in the role will be to lead and champion a programme to fast-track the development of selected clubs (circa 20) throughout New Zealand to ensure they are more likely to gain and retain athletes into the sport for life.

The Community Manager will also be responsible for creating and implementing programmes and services of relevance to the recreational running/walking community and as such they will work closely with Athletics NZ's Commercial & Marketing Manager to meet the marketing and financial objectives of Athletics NZ in this space.

The Community Manager will also work with Athletics NZ's High Performance and coaching personnel to ensure that there is a co-ordinated link between community athletics and high performance.

The Community Manager is part of the Senior Leadership Team and manages four direct reports: Club Development Manager, Coach Education Manager, Officials Development Manager and Get Set Go Manager.

To be considered for this role you will have demonstrated success in the development and implementation of programmes which achieved increased participation, ideally on a national sporting landscape. You will have a demonstrated ability to manage competing priorities and activities with the commercial nous to deliver projects and events that are within budget and meet financial targets.

The role requires excellent communication and influencing skills with the ability to build relationships and elicit cooperation from a range of stakeholders, including volunteers. To be successful in this role you must be an innovative and strategic thinker with strong leadership and team management skills to match your reputation for high integrity and a positive and proactive attitude.

This is a unique opportunity to have a positive impact on the successful operations of one of New Zealand's most popular sports.

KEY RESPONSIBILITIES

The role will include a broad and varied range of responsibilities including the following:

KEY RESPONSIBILITIES:

Community Athletics Strategy and Plan

- Lead the development and implementation of Athletics NZ's community strategy, including the delivery of a major targeted club development intervention
- Implement, monitor and report on all tasks related to the Community programmes
- Provide quality advice to the CEO and Board on business objectives and strategy in the community athletics space

Community Products, Programmes and Events

- Develop and maintain world-class programmes to grow the participant base and improve the quality of participation experiences in athletics
- Lead and manage the Athletics NZ Community team responsible for Community programmes including club development, Get Set Go, Run Jump Throw, coach and officials development
- Identify new opportunities or products/programmes for development and implementation specifically targeting young people and primary schools.
- Identify new opportunities or products/programmes for development and implementation into the recreational running/walking market

Athletics Programmes and Services

- Manage the enhancement and implementation of club and volunteer development programmes including coach development and officials' development
- Manage the development and implementation of a club development programme that specifically builds club capability in a targeted club cluster environment

Community and Athletics Engagement

- Build and manage relationships with Associate members and other organisations identified as being able to enhance the quality and reach of the Community programmes and services
- Manage the engagement model with clubs and community members
- Lead the development and delivery of the Annual Athletics NZ Conference, annual club roadshows and regular club engagement
- Build and manage relationships with Regional Sports Trusts and other supporting bodies e.g. Trust Funders

SELECTION CRITERIA

In addition to demonstrating **relevant experiences across the core functional areas of responsibility identified in this Position Overview**, candidates applying for the Community Manager role will require a range of personal and professional skills, including:

- Extensive experience in sport development and/or management and implementation of national participation programmes
- A thorough knowledge of and demonstrated empathy with the volunteer sport environment in New Zealand
- Ideally knowledge of the working of athletics clubs
- Evidence of successfully working with and influencing diverse groups of stakeholders and customers
- Experience in product development and implementation, ideally in the sport sector
- Experience in change management, ideally in the sport sector
- An understanding of marketing and communications with a customer focused approach
- Commercial nous, capable of developing and managing budgets and financial targets
- Strong leadership and team development abilities
- Well-developed human resource management skills
- High integrity with a positive and proactive attitude
- Intermediate skills in Microsoft applications
- Knowledge of website interactions would be advantageous

LOCATION AND HOURS

The Athletics New Zealand office is located in Rosedale, Auckland.

This is a permanent full time position based on a minimum of 37.5 work hours each week. An arrangement for time off in lieu will exist for additional hours worked to fulfil the obligations required of the position.

WEBSITE

Athletics New Zealand has a comprehensive website which includes information and news items on all facets of its activities, services and programmes. The website address is: www.athletics.org.nz

TIMELINES - IMPORTANT INFORMATION FOR CANDIDATES

Final interviews and the appointment of the Community Manager, Athletics New Zealand are scheduled for mid to late March 2018. At this stage Athletics NZ envisage the interviews to be held on **Tuesday 13 March and/or Wednesday 14 March 2018**. The successful candidate would be expected to commence duties from late April, mindful of notice periods required.

APPLICATIONS

Applications should be forwarded to Lisa Russell, Executive Assistant by **5pm Wednesday 28 February 2018**. This information should be sent electronically to lisa@athletics.org.nz with the subject identifier of the email to be formatted as follows: **Athletics NZ Community Manager - <<Your Name>>**

Only candidates qualified to work in NZ will be considered for this role.

Preferred Format: Athletics NZ prefers a 1 to 2 page cover letter of introduction and an accompanying CV of no more than 6 pages, merged as one MS Word or PDF file.

In your cover letter please indicate your availability for interview on 13 and 14 March 2018, along with details of your current and expected salary package.

ENQUIRIES

In the first instance any enquiries regarding the Community Manager role should be directed to Lisa Russell, Executive Assistant.

Email: lisa@athletics.org.nz

Phone: 027 274 6485