

# EVENT ASSISTANT – COMMUNICATIONS AND MARKETING

## Purpose of The Role

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The primary purpose of this position is to provide Sport Wellington with operational support and assistance in the delivery of the event marketing and communication for Round the Bays 2021 (RTB).

The Event Assistant – Communications and Marketing will report to the Communications and Marketing Advisor responsible for delivering the communication and marketing campaign for RTB. They will also work with the Events and Communication and Marketing business units as part of the wider Business Team.

The Event Assistant – Communications and Marketing will assist with creating and delivering a comprehensive marketing and communications plan for RTB.

## Business Team Purpose

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The Business Team delivers corporate and functional support in the areas of

- HR
- Finance
- Administration
- Communications and Marketing
- IT and Systems
- Events

The Business team develops and maintains the organisational systems, processes and practices that support Sport Wellington to deliver on its mission to increase levels of physical activity to create healthier, happier, and better-connected communities towards a stronger Aotearoa.

Functions within the team support all aspects of the day to day Corporate and Shared Services activities and operations that contribute to the delivery of Sport Wellington's strategic priorities. The team works collaboratively with the Delivery and Partnership teams to ensure that corporate and shared services are fit for purpose and deliver timely and effective support.

The Business Team proactively seeks opportunities to improve systems, processes, and practices to add value and drive efficiencies.

## Role Accountabilities

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### Communications

- Assist with the development and implementation of Sport Wellington's Event Marketing and Communications plan
- Support all aspects of event communications including e-newsletters, media releases, radio interviews and other aspects of the communication strategy
- Assist with media interaction during any events or activities Sport Wellington is responsible for delivering
- Regularly review Sport Wellington's event websites and all other digital profiles/channels, ensuring information is up to date, including photos and brand consistency

## **Marketing**

- Assist the delivery of event specific promotional activities including mail outs, flyer runs, posters, sign-up sessions, promo activations and other aspects of the marketing strategy
- Explore new opportunities to promote Sport Wellington events through new marketing mediums
- Liaise with key external relationships with sponsors, stakeholders and the public
- Write marketing and communication reports after the completion of RTB

## **Graphic Design and Content Creation**

- Facilitate and execute the design of internal and external documents, flyers, posters, billboards, website and digital mediums for all events
- Create content (graphic, illustrative, photographic) for social media, newsletters and all other applicable marketing and communications channels as required

## **Website and Administration**

- Assist Communications and Marketing Advisor with uploading and editing of content as required to the RTB webpages
- Ensure branding across the RTB webpages meets the relevant organisation and event brand guidelines and content is accurate and up to date

## **Photography and Video**

- Take photos and video when required for events, workshops, stakeholder functions and all other RTB related promotional events
- Edit and publish all applicable material to Sport Wellington's website, social media as required

## **Event Day**

- Assist with event day activities as required

## **Key Relationships in Role**

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### **Internal**

- Communications and Marketing Advisor (reporting line)
- Event Director
- Commercial Development Manager
- Communications and Marketing Lead
- Senior Event Advisor
- Events team

### **External**

- Wellington Round the Bays Sponsors
- Event Partners

## **Key Things We Are Looking For**

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### **Qualifications, Skills and Experience**

- Excellent communication skills both verbal and written
- Communication planning and report writing experience
- Ability to use Adobe design software to create visual elements
- Social media competency – Facebook, Twitter, Instagram, including advertising and reporting
- Knowledge in using and editing Wix website
- Skilled at using Mailchimp or similar

- Excellent presentation skills, time management and attention to detail
- Excellent customer service skills
- Ability to work varying hours, times and days, including weekends and evenings
- A qualification in (or studying towards) event marketing, or a related field would be desirable

### **Interpersonal and Relationship Skills**

- Ability to build rapport and maintain relationships
- Adaptability/Flexibility
- Creative
- Perseverance/Drive
- Tolerance/Compassion
- Self-motivated
- Flexibility in hours of work
- Teamwork
- Professionalism

### **What Being Part of the Sport Wellington Team Means**

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- Support and demonstrate the Sport Wellington Way, a values-based approach that identifies our desired behaviours or operating principles for how we want to operate as an organisation. These behaviours are connected to: Teamwork; Excellence; Innovation; Leadership; and Partnerships.
- Actively and positively participate as a member of the team, supporting the philosophy and culture of Sport Wellington, and committing to continued personal and professional development.
- Proactively looking for opportunities to improve the operations and performance of Sport Wellington and collaborating with others.
- Complying with and supporting all health and safety policies, guidelines, and initiatives. Ensuring all incidents, injuries and near misses are reported.
- Adhering to all Sport Wellington procedures, policies, and guidelines.
- Demonstrating a commitment to and respect for the Te Tiriti O Waitangi and incorporating this into our work.
- Supporting Sport Wellington's insights approach to deliver higher quality initiatives and interventions based on innovation and informed decision making enabling the organisation to better manage change and the ability to anticipate and influence the physical activity sector.
- Providing outstanding stakeholder engagement and management services, utilising Sport Wellington's relationship management approach, the CRM system and relevant business rules.
- Ensuring diversity and inclusion is central to our work.
- Performing any other duties as needed and support other Sport Wellington initiatives such as events e.g. Round the Bays.

### **Dimensions of the Role**

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**Reports to:** Communication and Marketing Advisor  
**Location:** Wellington  
**People Responsibilities:** None  
**Grade:** n/a

**Department:** Events  
**Date:** October 2020  
**Authorities:** None  
**Fixed Remuneration:** \$18.90 per hour