



**JOB DESCRIPTION:**                      **Communications & Administration Coordinator**                      22 April 2009

**Responsible to:**                              Administration Manager, CEO

**Functional Relationships With:**                      Chief Executive, HNZ Staff, Media, Affiliated Associations, Hockey Stakeholders

**Main Objectives**

1. To effectively promote Hockey NZ as a top level Tier-2 sport.
2. The Hockey NZ website is updated daily with interesting and interactive content to encourage web traffic and maximize exposure of our sport.
3. To keep the NZ and International sporting community continually updated on Hockey NZ news and events.
4. Be the first point of contact into Hockey NZ and manage the main Hockey NZ email account.

**Key Tasks**

1. Maintain and successfully implement the Communications Plan for Hockey NZ.
2. Responsible for the coordination and delivery of all press releases and media packs for Hockey NZ.
3. Responsible for the database development to support marketing and funding activities.
4. Responsible for the development and management of Hockey NZ website and databases.
5. Responsible for optimizing Hockey NZ and sponsorship merchandise / resource revenues with CEO.
6. Responsible for the coordination and delivery of the e-newsletter.
7. Responsible for the distribution and subscriptions of the Hockey magazine.
8. Responsible for the distribution of newsletters and memos to specific stakeholders.
9. General administration and reception duties, as required.
10. Update and maintain the Association, Council, Life Members, Officials, Black Sticks Club, Media and other specific databases.
11. Ensuring adequate stationery levels and placing orders where necessary.
12. Assist the CEO with special projects as and when required such as Charity Golf Days, Cocktail Functions and other revenue generating activities.

**Key Attributes**

1. Self starter with a positive “can do” approach.
2. Ability to understand and enhance existing systems and practices.
3. Strong customer service ethic and willingness to go the “extra mile”
4. Strong team player with comprehensive administration and organisation skills.
5. Ability to comprehend IT software systems and provide support to others if/when required.