







# Broadcaster Relations & Analytics Manager

The Broadcaster Relations & Analytics Manager is responsible for managing relationships with broadcast partners and supporting the development of a high-quality, fan-centric broadcast product.

The role sits at the intersection of commercial strategy and media operations, translating data and insights into outputs that strengthen partnerships, grow viewership, and support NZR's long-term strategic objectives.

Using analysis, audience intelligence, and market benchmarking, the role informs NZR's broadcast strategy and provides broadcast partners with evidence-based reporting. The Broadcaster Relations & Analytics Manager monitors performance against viewing targets, identifies growth opportunities, and supports broadcast relationships in delivering measurable commercial and brand outcomes.

 Location	 Team	 Leader	 Employment Type	 Direct Reports	 Span of Control
Wellington or Auckland	Broadcast & Content	General Manager Content & Broadcast	Permanent / Full Time	Nil	Nil
<b>Key Stakeholder Groups</b> <b>External:</b> Key Global Broadcasters and, where relevant, host production companies, international rugby unions, some suppliers and sponsors. <b>Internal:</b> NZR and NZRC boards, NZRC leadership team, staff, Super rugby clubs and NZ Provincial Unions					

## What You Do

### Relationship & Account Management

- Serve as the primary day-to-day point of contact for NZR's domestic and international broadcast partners, fostering collaborative, trusted, and commercially productive relationships.
- Lead regular partner reviews, briefings, and planning sessions, ensuring NZR's strategic priorities are understood and championed by broadcast stakeholders.
- Negotiate and manage broadcast deliverables, service levels, and content commitments in alignment with contractual obligations.
- Proactively identify opportunities to deepen partner engagement, expand broadcast reach, and unlock additional commercial value from existing agreements.

### Commercialisation & Content Strategy

- Provide data-driven input into broadcast rights negotiations, renewals, and new partner discussions, quantifying the value of NZR's broadcast assets.



- Prepare regular and ad hoc commercial reports for the Executive Leadership Team, board, and external partners, clearly communicating performance trends, risks, and opportunities.
- Support the broader Commercial team with analytics inputs for sponsorship valuations, brand partnership proposals, and fan engagement initiatives.
- Collaborate with broadcast partners to ensure the on-screen product meets the expectations of New Zealand and international rugby audiences, incorporating fan feedback and viewing data.
- Use analytics to identify moments, formats, and presentation styles that drive engagement and tune-in, advocating for product improvements with partners and internal production teams.
- Support the development of content strategies that optimise scheduling, promotion, and digital companion content to maximise audience reach.

## Analytics & Reporting

- Design, manage, and continuously improve a broadcast analytics framework that tracks audience size, demographics, engagement, and viewing behaviour across all platforms and territories.
- Monitor viewership performance against agreed targets on a weekly, monthly, and seasonal basis, producing clear and actionable reporting for senior leadership and broadcast partners.
- Conduct deep-dive audience analysis to understand fan viewing patterns, retention, churn, and platform preferences — translating findings into strategic recommendations.
- Develop and maintain dashboards and visualisation tools that enable real-time performance monitoring by internal and external stakeholders.
- Benchmark NZR broadcast performance against comparable sports properties regionally and globally, providing context for performance and informing target-setting.

---

## What You Bring

### Key experience and skills include:

- Minimum 5 years' experience in a broadcast, media, sports, or entertainment analytics role.
- Proven track record managing external partnerships or stakeholder relationships in a commercial media environment.
- Strong analytical background with demonstrable experience producing insights that have driven strategic or commercial decisions.
- Tertiary qualification in a relevant discipline such as Business, Commerce, Statistics, Data Science, Media Studies, or Marketing.
- Experience working within a national sporting organisation, broadcaster, or rights-holding entity would be desirable.
- Familiarity with the New Zealand and Australian broadcast landscape, including free-to-air, pay television, and streaming platforms.
- Exposure to broadcast rights negotiations or commercial partnership management.
- Postgraduate qualification or specialisation in data analytics, media strategy, or sports business.

## Data Analysis & Statistical Methods

- Proficiency in quantitative analysis, including audience sizing, trend analysis, regression modelling, and cohort analysis applied to broadcast viewership data.
- Ability to interpret complex datasets and distil findings into clear, commercially relevant conclusions for non-technical audiences.
- Experience working with large, multi-source datasets, including the ability to identify inconsistencies, validate data quality, and resolve discrepancies.

## Tools & Platforms

- Advanced proficiency in Microsoft Excel and/or Google Sheets for data modelling, scenario planning, and financial analysis.
- Experience with business intelligence and data visualisation platforms such as Tableau, Power BI, or Looker Studio to build and maintain interactive dashboards.
- Familiarity with SQL or similar query languages for extracting and manipulating data from relational databases is desirable.
- Comfort working with broadcast measurement platforms such as Nielsen, OzTAM, Kantar, or equivalent audience measurement systems.
- Working knowledge of digital analytics platforms (e.g. Google Analytics, Adobe Analytics, or streaming platform APIs) to supplement traditional broadcast metrics.

## Broadcast & Media Analytics

- Demonstrated understanding of broadcast audience measurement methodologies, including panel-based ratings, streaming metrics (e.g. concurrent viewers, completion rates, average view duration), and cross-platform audience deduplication.
- Experience interpreting share, reach, average audience, time-shifted viewing (BVOD/VOD), and audience flow data within a media or sports context.
- Ability to model and forecast viewership performance using historical trends, seasonal patterns, and market variables.

## Reporting & Communication

- Exceptional ability to translate analytical findings into compelling, visually engaging reports and presentations tailored to diverse audiences including executive leadership, commercial partners, and operational teams.
- Strong data storytelling skills — moving beyond charts and tables to articulate what the data means, why it matters, and what action should be taken.
- Experience building automated or templated reporting workflows to improve efficiency and consistency of recurring deliverables.

## Personal Attributes

- Commercially minded with a genuine passion for rugby and the role that broadcast plays in growing the game.
- Highly organised, detail-oriented, and able to manage multiple priorities and stakeholders simultaneously.
- Confident communicator who builds trust with internal and external partners at all levels.
- Intellectually curious — proactively seeking out new data sources, methodologies, and market developments to stay ahead of the curve.
- Collaborative team player who contributes positively to the broader NZR Commercial team culture.