

Digital Design Lead

The Digital Design Lead is the lead designer for creating engaging and visually compelling digital content across various platforms, including websites, social media, email campaigns, and more. This role supports the transformation of our digital presence across NZR digital platforms. The role is responsible for ensuring the delivery of visual communication specifically for all digital channels which include the likes of social media graphics and templates for Meta, TikTok and YouTube, website creative and email campaign creative. This role ensures consistency across all digital touchpoints and is the designated lead within the team on how we best use AI from a design perspective to transform our creative and engage with our rugby and fan audiences.

The role is responsible for taking creative briefs from briefing through to execution.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	Creative Director	Fixed Term/Full Time	Nil	Nil
Key Stakeholder Groups Internal: NZR staff External: Commercial Partners, Provincial Unions, Super Rugby Teams, Agencies / Suppliers					

What You Do

Digital Design Expertise

- Design and produce high-quality digital assets, including graphics, illustrations, photos, videos, and animations, aligned with NZR's brand guidelines and marketing objectives.
- Work creatively from briefing stage through to execution with a focus on consumer / customer / fan needs
- Collaborate closely with internal stakeholders, including the marketing, communications, and content teams, to understand project requirements and deliver creative solutions that meet their needs.
- Lead the development of visually stunning and user-friendly interfaces (UI) for NZR's digital platforms, ensuring a seamless and engaging user experience (UX).
- Bring AI expertise into our digital marketing plans through innovative and new ways of connecting to our audiences – both participants and fans.
- Stay up-to-date with the latest trends and best practices in digital design, social media, and rugby industry developments to inform design decisions and enhance NZR's digital presence.
- Lead multiple projects simultaneously, prioritize tasks effectively, and meet deadlines in a fast-paced and dynamic environment.
- Lead the visual implementation of digital marketing campaigns, including ad creative, landing pages, and email templates, to drive engagement and conversion.

- Collaborate with external agencies and vendors as needed to support the production of digital content and assets.
- Advocate for a digital first approach
- Support the wider Design team with other design projects as required

Stakeholder Management

- Maintain relationships and liaise with external design agencies as required.
- Maintain relationships with various internal and external stakeholders.
- Through interactions with internal customers, reinforce the benefit and value of the design function.

NZR Brand Management

- Implement agreed brand direction for NZR brand(s) including design, education and adherence.
- Ensure key NZR templates and resources are current and reflective of the brand guidelines and strategies.

General

- Contribute as a member of the Brand & Marketing team.
- Work closely with the Communications team.
- Undertake other tasks as required to meet team or organisational objectives.
- Represent the Brand & Marketing team within NZR and when interacting with external partners and stakeholders.

What You Bring

Key experience and skills include:

- 4+ years experience in creating specifically digital media assets within a design role.
 - Experience in utilising AI technologies within a design environment, and can showcase examples of where this has been delivered to audiences.
 - Highly competent with various design software including Adobe Creative Cloud, Photoshop (retouching, clear-cutting), Illustrator, InDesign, and the Microsoft Office suite.
 - Experience in UX design and UI design.
 - Excellent communication, both verbal and written.
 - Excellent attention to detail.
 - Strong interpersonal and relationship skills.
 - Expert understanding of digital media trends and how consumers interact with various digital media platforms, including emerging AI technologies.
 - Relevant design qualification.
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