

Creative Director - Digital Content

The Creative Director – Digital Content is responsible for leading the creative vision, concept development, and end-to-end delivery of world-class content for two iconic teams in global sport. This role oversees both long- and short-form content across brand marketing, documentaries, digital, social, and some commercial partner channels.

As the creative leader, you will guide a team of content creators, editors, producers, and storytellers to ensure all output reflects the values of the All Blacks and Black Ferns and enables our brand positioning of “Embrace the Power of Black” to be told. This role may, at times, support and consult on other New Zealand Rugby (NZR) Brands such as Māori All Blacks and Super Rugby Pacific, however the primary focus remains on the All Blacks and Black Ferns.

The Creative Director – Digital Content ensures that content production - both long- and short-form - reflects the legacy of NZR while resonating with both New Zealand and global audiences. This role owns the narrative of what stories are told and how, through utilising digital and audience insights derived from the Marketing and Digital Experience teams with a clear focus on delivering key NZR performance outcomes.

Digital Content plays a critical role in the ongoing development of NZR's fan acquisition strategy and delivery of our critical commercial sponsorship objectives. This role understands business requirements around marketing and customer campaigns and looks at the role of paid and organic content in performance marketing.

The role manages a team of Content Leads and Producers and oversees allocated budgets for production and editing support, ensuring efficient, high-quality delivery across all projects.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	GM Brand & Marketing	Permanent / Full Time	4 (3 Permanent + 1 FT)	4
Key Stakeholder Groups Internal: NZR staff, Super Rugby Teams, Provincial Unions, SANZAAR, World Rugby, NZR Rugby Players and team Management External: Commercial Partners and Charities, NZRPA and Player Agents, Agencies/Suppliers, Fans , International Rugby Unions, Broadcasters					

What You Do

Narrative and Creative Leadership

- Lead the overall creative direction and narrative identity for All Blacks and Black Ferns content.
- Develop bold, innovative concepts for both long-form and short-form storytelling across digital streaming and social channels primarily, as well as linear broadcast and in stadia assets where relevant.
- Champion a high-performance, collaborative creative culture within the Digital Content team.
- Provide expert guidance to brand marketing leads to plan, implement and evaluate digital media in support of campaigns.

Content Strategy and Delivery

- Own the end-to-end content creation pipeline – from ideation and scripting through to production and post-production.
- Ensure all content aligns with team brand strategies, seasonal campaigns, performance moments and key cultural moments.
- Ensure content is created with audience insights front and centre, and created to deliver measurable NZR business outcomes.
- Oversee the creation of selected commercial partner content for our own digital channels, balancing partner objectives with brand integrity.
- Collaborate closely with our Teams in Black management teams to ensure Digital Content Leads and Digital & Social Media Managers are delivering to expectation within the high-performance environment.
- Maintain quality control and work with the Brand Team, ensuring content enhances brand activity and protects reputation.

Production Oversight

- Oversee on-location shoots, training content capture, match week content, behind-the-scenes storytelling, and documentary projects, supported by your team
- Ensure all productions meet brand standards, creative vision, budget constraints and delivery timeline requirements.
- Ensure adherence to NZR's values, cultural protocols and safeguarding standards.

Stakeholder Management

- Partner closely with the Digital Experience Manager and Marketing teams to align creative ambition with delivery, ensuring projects meet both strategic and operational objectives.
- Collaborate with the Marketing, Partnerships and Commercial teams to integrate storytelling effectively into campaigns and sponsorships.
- Build and manage relationships with internal stakeholders in a manner that ensures you are the first point of contact at NZR for Creative Digital Content.
- Work closely with players, Teams in Black Management, NZRPA and team environments to capture authentic, respectful and high-quality content.
- Provide leadership, guidance, support and advice to the wider Brand & Marketing team as required, fostering a culture of collaboration and excellence.

People Leadership

- Lead, mentor and inspire a multidisciplinary team of content creators, producers and editors.
 - Foster a high-performance creative culture grounded in collaboration and trust.
 - Provide clear creative leadership in high pressure environments.
 - Manage team workload, resourcing and prioritisation across multiple workstreams
 - Set a lead example in promoting content creation derived from insight and audience understanding
 - Represent NZR in an exemplar fashion displaying outstanding leadership, judgement, decision making and behaviours in managing and promoting NZR.
 - Support the development and promotion of NZR's strategy, business direction, annual plans and budgets.
 - Fostering a caring and connected environment for your team and those around you through:
 - Taking a lead in supporting the growth and development of your people.
 - Taking time to celebrate our successes and create a fun, welcoming and safe environment for your team and those you work with.
 - Being available to your people through ongoing conversations and support.
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What You Bring

Key experience and skills include:

- Proven Experience (8+ years) in creative direction or senior content leadership roles, ideally within sport, entertainment or media.
- A strong portfolio showcasing branded content, commercial storytelling, short- and long- form creative work.
- Experience in leading creative teams and multiplatform content production.
- Data driven and analytical mindset, with the ability to interpret audience insights, content performance metrics and fan behaviour to drive creative decision making.
- Deep understanding of digital and social media trends, platform-specific content consumption patterns and emerging story telling formats, including social first content and new creative technologies.
- Ability to work creatively and effectively under pressure in fast-paced, high-performance environments.
- Exceptional communication, influencing and stakeholder management skills.
- Ability to manage budgets, including production and travel.

Preferred:

- Experience working with elite athletes, sports teams or in high-performance environments.
- Strong understanding of global content, entertainment and audience trends.
- Familiarity with commercial partner content production and brand collaborations.