

# Senior Content Lead – All Blacks

The Senior Content Lead – ABs role is focused on the All Blacks team and is responsible for leading fan facing digital activity and content creation for New Zealand Rugby (NZR) with the objective to drive social media performance, grow contactable fans and support commercial activity across the Brand & Marketing Team. The core part of this role is vertical video content creation across key social channels such as Tik Tok, Instagram, and YouTube.

The Senior Content Lead – ABs role works alongside the Creative Director - Digital Content and the Senior Digital and Social Media Manager to lead the creation of digital content and supporting implementation across our All Blacks digital channels, and includes travelling with, and being in the team environment at training camps and during the test match season and global tournaments. This is to maximise NZR's rugby coverage and improve the awareness of the All Blacks brand and drive engagement with a global fan base.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	Creative Director – Digital Content	Permanent/Full Time	Nil	Nil
<b>Key Stakeholder Groups</b> <b>Internal:</b> NZR staff, Teams in Black players (where appropriate), Teams in Black Management & Coaching Staff <b>External:</b> Digital Agencies, NZRPA, Content Producers / Editors, Suppliers of add-on's or app integrations for social media, Fans, Commercial Partners, Super Rugby Teams, Provincial Unions, SANZAAR					

## What You Do

### Creative Concepting

- Support the Creative Director - Digital Content in leading, creating and delivering the content identity for the All Blacks.
- Develop bold, innovative concepts and storytelling across digital media channels.

### Digital Content Production

- Lead the way within the Brand & Marketing team with identifying and understanding emerging global content trends to create innovative, engaging, relevant social media content for channel and audience.
- Film and edit behind the scenes, interviews, fan content and other video content as required, including from within the team environment, with a specific focus on content for Tik Tok, Instagram Reels, and YouTube shorts.
- Produce reactive and short format shareable content for promotion of teams, Test matches and other NZR products.

- Access and search for archive content from the NZR media asset management (MAM) portal to be used in creating social content.
- Work alongside the Senior Digital and Social Media Manager to support the regular posting of content across platforms using best practices.
- Use the Brand Guidelines to copyright, create graphics and other assets for social media.
- In conjunction with the Marketing Managers, produce ideas for competitions and other data acquisition initiatives.

## Content Planning

- Support the Senior Digital & Social Media Manager and wider team to plan and implement an annual content plan for social media.
- Support the Marketing team and external agencies to plan and implement content by identifying emerging trends, new ideas for content & high performing content types.
- Work with the Senior Digital & Social Media Manager to ensure consistency in approach across planning and posting to social media across paid and organic content for campaigns.
- Review performance and optimise on a regular basis.
- Work with the Partnerships team (and other departments as required) to create and share partner activity on NZR channels.
- Work closely with the Marketing Managers and wider team to optimise the use of content for acquisition of fans.
- Optimise the use of content on social and digital touchpoints to meet the wider retail, licensing and merchandising opportunities and goals.
- Identify and develop partnerships with third party collaborators, content creators and/or influencers who align with our brand values and commercial requirements.

## Channel Management

- Work alongside the Senior Digital & Social Media Manager to ensure that NZR channels represent our brands and team in line with our core values and brand guidelines.
- Utilise the unique nature of each digital touchpoint (be that social media platform, websites, apps) to drive cost effective business outcomes.

## Analytical Reporting

- Work alongside the Senior Digital and Social Media Manager to regularly review performance and optimise content creation and implementation based on insights sourced from these reviews.
- Work with the Marketing Managers to report on conversion activity and other campaign metrics.

## Stakeholder Management

- Develop trusted relationships within the team environment amongst team management, players and NZRPA to capture authentic, respectful and high-quality content.
  - Partner closely with the Digital Experience team and marketing to align creative ambition with business objectives and audience insights.
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## What You Bring

### Key experience and skills include:

- Proven experience capturing and creating world class static and video content for sports teams or innovative consumer focused brands.
  - Proven experience in managing and creating social media content for a global or national well-known brand.
  - Relevant digital / design qualification or a related discipline would be preferable.
  - 5+ years proven experience in a digital (ideally corporate) environment.
  - Expert and leading knowledge of digital trends and social media channels, specifically TikTok and Instagram reels.
  - Ability to use Meta Business Manager, Hootsuite, and other reporting tools.
  - Rugby knowledge would be advantageous.
  - Video (both filming and editing) from a digital first perspective, including Adobe Suite experience, Photoshop or similar design skills.
  - Ability to build relationships quickly, creating trust within the high-performance environment.
  - Being comfortable amongst athletes and being able to work with all sorts of different personalities.
  - Strong online briefing, copywriting and editing skills.
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