

# Senior Digital & Social Media Manager







The Senior Digital & Social Media Manager is responsible for the planning, execution, optimisation and day-to-day leadership of social media activity, primarily across All Blacks channels, with a focus on delivering key fan and commercial outcomes for New Zealand Rugby (NZR).

Sitting within the Digital Experience team, this role leads the creation and management of content plans across Teams in Black channels with a primary focus on All Blacks and supporting team members on Black Ferns and Māori All Blacks, ensuring content is delivered at pace, optimised for platform performance and aligned to brand and campaign priorities. Content includes a range of rugby coverage, such as news, match highlights, behind the scenes footage, media releases and projects centred on larger rugby events.

This senior role has oversight of the Digital & Social Media Manager – Black Ferns role and will provide guidance and consultation on Black Ferns activity, supporting consistent delivery and best practice execution across channels. The role works closely with NZR's marketing and creative contents leads and other members of the Brand & Marketing Team, to ensure digital activity is coordinated and effective.

Digital and social media plays an important role in the ongoing development of NZR's fan engagement & acquisition strategy. As such, this role requires an understanding of business requirements around marketing, partnership and fan campaigns in order to make informed content decisions that meet both audience needs and broader NZR strategic objectives.

In summary, this role provides leadership across the end-to-end planning, delivery and optimisation of digital and social content, ensuring fans remain central to all content decisions while overseeing consistent, high-quality execution across the wider portfolio.

 Location	 Team	 Leader	 Employment Type	 Direct Reports	 Span of Control
Wellington or Auckland	Brand & Marketing	Digital Experience Manager	Permanent/Full Time	2	1

## Key Stakeholder Groups

**Internal:** NZR Management, NZR Staff, Teams in Black Management & Coaching Staff, Teams in Black Players (where appropriate)

**External:** Rugby Players Association, International Rugby Unions, Digital Agencies, Content Producers, Editors, Suppliers of add-ons or app integrations for social media, Commercial Partners, Fans, Super Rugby teams, Provincial Unions, SANZAAR

## What You Do

## Content Planning

- With the Digital Experience Manager and wider team, lead the planning and delivery of an annual content plan for social media, including:
  - Hygiene and evergreen organic content.
  - Content in support of marketing and commercial campaigns.
  - A coordinated scheduled of organic and promoted posts schedule.
- Ensure digital and social activity is aligned with broader fan acquisition, team and engagement objectives.
- Translate creative priorities into clear publishing plans and delivery schedules.
- Coordinate with agencies to ensure consistency across paid and organic execution.
- Work closely with the Partnerships and Marketing teams to plan, schedule and deliver sponsor and campaign activity across NZR Channels.
- Support retail, e-commerce, licensing and merchandising objectives through effective and timely digital channel execution.
- Support delivery of partnerships with third party collaborators and/or influencers who align with our brand values and commercial requirements.

## Digital Content Production

- Create, edit and adapt platform native social content using existing footage, templates and approved story pillars.
- Produce reactive, short format shareable content to promote teams, test matches and other NZR products.
- Identify and monitor emerging global content trends in order to provide insight to the creative team on social media content that is innovative, engaging, relevant, and appropriate for channel and audience.
- When required support the creative team to film and edit behind-the-scenes, interviews, fan content and other video content as required, including within the team environment.
- Source and utilise archive content from the NZR media asset management (MAM) for social execution.
- Apply insights from performance data to continuously refine and optimise content formats and approach.

## Channel and Community Management

- Lead the day-to-day management of the All Blacks digital and social channels.
- Ensure all channels represent our brands and team in line with core values, tone and guidelines.
- Oversee community management and fan interaction outside of automations, ensuring timely, appropriate and on-brand interaction.
- Utilise the unique nature of each digital touchpoint (including social media platform, websites, apps) to drive cost effective business outcomes.
- Ensure social bots and filter tools are effective and protecting our channels and fans from inappropriate content.
- Partner with the Marketing teams to ensure NZR organic and paid campaigns are aligned and not competing with each other.

## Performance, Reporting and Optimisation

- Review digital and social performance on a weekly basis and implement optimisation actions to improve outcomes.
- Produce regular reporting with clear insights and recommendations for BAU activity and campaigns.

- Prepare internal reports for the wider NZR business as requested.
- Partner with Marketing Managers to support reporting on campaign and conversion activity.
- Share performance insights and learnings with the Creative and Marketing teams to inform future planning.
- Track and record information required to produce regular reports including page growth, video view growth, audience engagement metrics and follower demographics.

## Travel

- Travel in the team is limited, but there may be at times a need to travel with teams, including being present at training camps and selected test matches, as required, however this would be limited.

## Budget Management

- With support from the Digital Experience Manager, manage the budget allocated to the All Blacks Social Media management, including making informed decisions on how best to apply spend to deliver agreed business outcomes.
- Work with the Marketing and the Creative Content teams to plan and allocate budget across key areas, such as design development for social media templates, additional content creation support at games as examples.
- Provide guidance and recommendations to the Black Ferns Digital and Social Media Manager with advice on budget allocation, ensuring spend is aligned with operational needs and performance objectives.

## People Leadership

- Provide functional leadership, guidance and coaching to the Black Ferns Digital and Social Manager.
- With the support of the Digital Experience Manager, ensure consistent standards, ways of working and performance expectations across brands.
- Conduct regular check-ins and quarterly performance conversations with direct reports.
- Support direct reports with budget discussions and Black Ferns travel conversations as required.
- Encourage capability development and knowledge sharing across teams.
- Act as an escalation point for operational, resourcing or delivery challenges, ensuring issues are addressed in a timely manner.

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## What You Bring

### Key experience and skills include:

- Proven experience leading the planning, scheduling, management and creation of content – static and video for a national / well known social media channel.
- Proven experience in driving growth across digital channels and delivering results.
- 7+ years' experience in a digital environment, ideally within corporate or commercial settings.
- Relevant digital / design qualification or a related discipline.
- Some experience leading or supporting small teams, projects, or initiatives.
- Excellent copywriting, editing and online briefing skills.
- Strong, current knowledge of social media channels and digital trends.
- Some experience in Google analytics.

- Photoshop or similar design skills.
  - Video (both filming and editing), including After Effects or similar product.
  - Good online briefing, copywriting and editing skills.
  - Ability to build relationships quickly, creating trust within the high-performance environment.
  - Being comfortable amongst athletes and being able to work with a variety of personalities.
  - Rugby knowledge an advantage.
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