



Communications Officer

Badminton Oceania has an exciting opportunity for an entry or intermediate level Communications Officer to continue to build on our vision of "badminton – the sport for all for life" within the Oceania region.

Working in alignment with the Badminton World Federation (BWF) communications strategy with a focus on the Oceania region, this role has plenty of opportunity for someone to showcase their talents with opportunity for travel and engaging with great people across our diverse region.

This role will appeal to an adaptable individual who thrives on uncovering great stories and sharing them across a range of channels as well as covering world class events in the region.

If you are excited by the potential of badminton in the region and how it can impact on the lives of people, and you are inspired by the goal of providing pathways to develop, improve performance and representation, this could be the perfect role for you.

About Us

Badminton Oceania is one of five Continental Confederations working closely with the Badminton World Federation (BWF) to implement a wide range of development programmes and events in the Oceania Region in partnership with our 17 Member Countries.

The Executive Board leads the organisation of 4 full-time and 2 part-time staff. Information on the organisation can be found: www.badmintonoceania.org

About the Role

This full-time Communications Officer role is based in our head office in Ellerslie, Auckland, New Zealand, working as part of a small team, reporting directly to the Secretary General.

We are seeking a person with communications expertise who can create great written, graphical and video content, preferably with badminton specific knowledge who is looking to grow and develop within this role.

This role works with a wide variety of stakeholders across the region. The Communications Lead will support our 17 Member Countries, inform our audience of BOC led activity and cover international tournaments held in the region. The role is a blend of storytelling to both inspire people to play badminton, to inform and report on development activity and events and what is happening across the region.

The remuneration will be based on experience and competencies the successful candidate brings to the role.

At the time of application it is required that you indicate your salary expectations.

All applicants must be legally entitled to work in New Zealand
Please send a cover letter outlining why you would be successful in this role and CV to:
The Secretary General, Badminton Oceania
E-mail: office@badmintonoceania.org

Please put in the subject line: **Communications Officer**

Applications close Monday 6th January 2025

Only applicants who are required for an interview will be contacted

Job Description

POSITION TITLE:

Communications Officer

HOURS OF EMPLOYMENT:

Full-time position equivalent to 40 hours per week across a 12 month period. The role will involve work on weekends, evenings and at times during public holidays. There is no lieu arrangement for this role, as the role offers flexibility outside of tournaments and country visits based on workload.

Overseas travel is part of the role, at times up to 2-3 weeks out of New Zealand.

REPORTING TO:

BOC Secretary General

KEY RELATIONSHIPS WITH:

Internal

- BOC staff (Administration Manager, Development & Participation Manager, Coaching and Development Manager, Development Officer, Administration Officer – PNG)

External

- BOC Member Associations Staff and Volunteers
- Badminton World Federation (BWF) Communications staff
- BWF Development staff
- Australian Government Team Up Programme Staff
- Media contacts

LOCATION

- The position is based at the Badminton Oceania Office: Ellerslie, Auckland, New Zealand

ROLE OVERVIEW

- This is an entry - intermediate level position within a small sporting organisation to lead the development and implementation of Badminton Oceania's Communications strategy in cooperation with key stakeholders
- The position includes attendance at Oceania Championships and BWF Grade 3 tournaments in the region to lead communications coverage

KEY AREAS OF RESPONSIBILITY

GENERAL COMMUNICATIONS

- **Primary responsibility for the communications strategy, ensuring this supports us achieving our organisational goals and objectives**
- To oversee and manage BOC's social media channels including reviewing comments and policing spam
- Writing of social media posts, ensuring content is scheduled to maintain a regular presence

- To source good news stories and let our stakeholders and community know about these including pitching stories to media outlets when the opportunity arises
- Publishing news stories and information on our website
- To manage BOC's communications tools
- To keep the BOC website up to date and relevant, addressing any website issues which arise, with support from agencies where required
- To produce regular communications to stakeholders, ensuring quality is high to maintain good engagement with the content
- To work with targeted Member Countries on their communications plans and implementation
- Regular collection of key metrics for reporting purposes
- To interpret and use our metrics to identify opportunities for continual improvement
- To be a brand guardian for BOC, ensuring our channels plus our written and audio-visual content is on tone, on message, and of high quality

EVENT COMMUNICATIONS

- Lead the communications in relation to the Oceania Championships (junior, open, para) including pre-event communications plans, promotion, producing a daily wrap-up of results to distribute to media and publish on our website and post event outcomes
- Oversee the communications of Grade 3 tournaments in the region (currently 5 per year in Saipan, Melbourne, Sydney, Auckland) in conjunction with the tournament host, including pre-event communications plans, producing a daily wrap-up of results to distribute to media and publish on our website, social media
- Lead the communications for any other event related activity undertaken by BOC

KEY COMPETENCIES

- **Some experience interpreting organisational or business goals into communications strategies and executing a communications strategy**
- **Ability to spot a potential story, gather relevant details and identify the best channel to distribute the story (e.g. media, website, eDMs, social media)**
- Experience in writing with appropriate style for different contexts such as web writing, media release, various social media channels
- Skills in creating, coordinating and publishing content
- A good understanding of and experience in working with digital platforms
- Good grammar, copy-writing and proof-reading skills
- High levels of competency in English – spoken and written
- Experience in producing short video content for social media
- The flexibility to work in a small team working at all levels from grassroots to high performance
- Sports sector experience with preferably badminton knowledge
- Good time management and organisational skills, the ability to prioritise work and meet timelines

Ideal but not Required Competencies

- Advanced graphic design and video editing skills

- Website development using Wordpress
- Experience developing strong media relations, sourcing and pitching stories and managing outlets and interviewees so our stories reach their audience

Performance Outcomes

- Growth in social media, eDM and website engagement and reach
- Positive feedback from Stakeholders
- Our channels have provided content, images and stories that were informative and aligned with our brand
- Badminton stories are widely shared by Stakeholders including Member Countries, the BWF, players, coaches, administrators and local media
- Events are supported with great communications through inspiring content resulting in high engagement
- Positive and collaborative relationships with a wide range of personalities both internally and externally