

Vice President (Communications)

The Vice President (Communications) is responsible for developing and executing WIHA's communication and marketing strategy, as well as maintaining the strategic oversight of relevant, engaging content across communication channels to connect with the WIHA and broader community. The Vice President (Communications) is directly responsible to the President of the Board of the Wellington Ice Hockey Association (WIHA) and, along with other Board members, to the members of WIHA.

Responsibilities and duties

- Manages strategic oversight of the communications and marketing of WIHA to support growth of the Association.
- Establish a committee of volunteers to coordinate the communications and marketing efforts for the association, which is responsible for:

Website

- Maintaining and updating WIHA's public facing website (wiha.nz) with information with a focus on helping people find information and get involved in Wellington Ice hockey.
- Maintaining and updating WIHA's member site (stats.wiha.nz) with content which is relevant and useful for members such as events and games scheduling, club documents and updates.

Social Media

- Manage and monitor WIHA's social media accounts, including Facebook, Instagram, and Twitter including responding comments and messages.
- Build our online community through identified channels.
- Review analytical data for social media and the website to provide recommendations to the Board.

Newsletter

- Coordination and circulation of the monthly newsletter scheduling and content, including:
 - Proactively requesting content from the Board members and wider community in advance of the agreed schedule date
 - Proofreading and editing the newsletter before dissemination
 - Managing WIHA's mailing lists

Marketing and Branding

- Development and management of branding in alignment with WIHA's existing branding suite, including ensuring consistency of a professional brand across all leagues and events.
- Assisting with press opportunities – press releases, sponsorship opportunities etc.
- Contribute to the planning and facilitation of promotional events and fundraising activities

Knowledge and skills required

- Previous experience in a communications or marketing role
- Excellent written and verbal communication skills, with the ability to write in a clear, concise, and engaging manner. An eye for detail in terms of visual communication would be a plus
- Affinity with graphic design platforms and website content management systems

Estimated time commitment required

The estimated time commitment required as the Vice President (Communications) of Wellington Ice Hockey Association is 5-10 hours per week. The Vice President (Communications) is appointed for a 12-month term.