

Job Title	Yachting New Zealand – Sponsor and Events Coordinator
Reports to	Yachting New Zealand Chief Executive
Direct Reports	N/A
Relationships	External: Clubs, members, sponsors, discount partners, technology and communications partners, external providers, and suppliers Internal: Yachting New Zealand staff and contractors
Contract Type	0.8 FTE
Date Ratified	31-01-2023

The role:

- To support Yachting New Zealand sponsor relationships
- To deliver Yachting New Zealand events
- To manage the Yachting New Zealand Member Card
- To support and coordinate the affiliation of Yachting New Zealand members
- To manage the official clothing for staff and teams
- To facilitate the branding requirements of Yachting New Zealand

Outputs of the role:

Key accountabilities	Comments / Outputs
1. Support Yachting New Zealand sponsor relationships	Support the Chief Executive and other YNZ staff in meeting sponsor obligations, including but not limited to: relationship support and contractual obligations, marketing and branding, communications, clothing, and events.
2. Deliver Yachting New Zealand events	Organise the annual Yachting New Zealand Excellence Awards in collaboration with the Communications Manager. Including but not limited to nominations, judging, ticket sales, venue coordination, presentation coordination, and on-day event management. Assist with the coordination of other events, including the annual Oceanbridge NZL Sailing Regatta and the bi-annual (?) Club Conference.
3. Manage the Yachting New Zealand Member Card	Upload individual member data from clubs and synchronise with the official Yachting New Zealand app. Be the first point of contact for queries from business partners, clubs, and their members regarding the Member Card, delivering high levels of customer service. General marketing and promotional work of Member Card partners, assisting with communications, updating relevant website content, identifying new sponsorship opportunities and offering sponsorship support. Support the delivery and operation of the YNZ App.
4. Support and coordinate affiliation of Yachting New Zealand members	Work with the Finance Manager and National Sport Development Director to process members' affiliation annually. Assist clubs with the affiliation process and data management. Work with sponsors to deliver club benefits.

5. Manage the official clothing for staff and teams	Manage the clothing for staff, sailing teams, and events, including the ordering and distribution of clothing, managing the sponsorship budget, and developing the merchandise range and the branding guidelines in conjunction with the Chief Executive, High Performance Director, Talent Development Manager, and Communications Manager.
6. Facilitate the branding requirements of Yachting New Zealand	Assist with Yachting New Zealand brand and marketing opportunities. Coordinate Yachting New Zealand brand on outward-facing collateral, clothing, web/app, and booklets/certificates. Coordinate boat and equipment branding, in conjunction with the Communications Manager and High Performance team.

- Other**
- Maintain high-quality documentation and provide accurate, informative and timely reports to the Chief Executive or others, as required
 - Any other duties as requested by the Chief Executive

PERSON SPECIFICATION
EXPERIENCE AND KNOWLEDGE:
Proficient in the Microsoft Office suite, including mail merge and a sound knowledge of Excel. Experience with databases/CRM (Microsoft Dynamics 365 is preferred). Experience in editing and updating websites (preferably Drupal). Experience in managing and delivering projects. Experience in coordinating and delivering events. Knowledge of club structures and operation. Experience in marketing and social media would be advantageous.
SKILLS AND ATTRIBUTES:
<p>Relationship management and communication An ability to communicate clearly and effectively with a wide range of people in all situations. An ability to form and maintain successful relationships with Yachting New Zealand employees, clubs and stakeholders.</p> <p>Personal attributes Highly organised. Excellent time-management skills. Ability to manage multiple tasks and projects to meet deadlines. Sound project management and planning skills. Strong interpersonal skills and the ability to work with internal and external stakeholders. Lateral thinking abilities. Strong written and verbal communication skills. Consultative interpersonal style. Creative problem-solving. High level of integrity. Personal commitment to performance improvement and development. A background in sailing and a sound understanding of the sport is preferred.</p>
ESSENCE OF CHARACTER
Enthusiastic. Innovative. Engaging. Good communicator. Sense of purpose. Organised.