DIGITAL CONTENT MANAGER

POSITION DESCRIPTION

EMPLOYMENT STATUS:	Permanent, full-time
REPORTS TO:	Chief Executive Officer
LOCATION:	National Aquatic Centre, 14 Antares Place, Mairangi Bay, Auckland
WORKING PATTERN:	Typically, Monday to Friday, with evening, weekend and travel requirements around events

About Swimming New Zealand

Swimming New Zealand is the national governing body for swimming. We lead, support and promote the sport, celebrate our people and performances, and help more New Zealanders connect with swimming at every level.

The opportunity

We are looking for a creative, digitally fluent and highly organised Digital Content Manager to run our day-to-day social media and communications channels. This is a hands-on role for someone who understands how online communities behave, can spot and shape a strong story, and enjoys working collaboratively with athletes, coaches, clubs, partners, media and the wider Swimming New Zealand team.

You will combine quick, platform-native content with sound judgement, consistent brand management and disciplined planning. The role suits a person who brings fresh ideas, stays current with social trends and platform changes, and is equally comfortable filming poolside, writing sharp copy, responding to followers and reporting on results.

Purpose of the role

- Own the daily operation and growth of Swimming New Zealand's social media and key communications channels.
- Create timely, engaging content that showcases athletes, coaches, clubs, events, participation pathways and national teams.
- Build a positive, inclusive and recognisable digital presence that attracts new audiences and strengthens connection with the swimming community.
- Support organisational priorities, campaigns, commercial partnerships and major events through effective content and communications.

What success looks like

- Our channels are active, current, responsive and consistently on-brand.
- Content is planned, but the team can also react quickly to results, moments and emerging opportunities.
- Audience reach, engagement, video completion, website traffic and community sentiment improve over time.
- Athletes, clubs, partners and internal teams experience the role as collaborative, reliable and solutions-focused.

Key responsibilities

Social media and community management

- Plan, schedule, publish and optimise daily content across Swimming New Zealand's social channels, including Instagram, Facebook, TikTok, LinkedIn and YouTube, with other platforms added as audience needs evolve.
- Create platform-native posts, stories, reels, short-form video, graphics, captions and live event updates.
- Monitor comments, direct messages, mentions and tags; respond promptly and professionally and escalate sensitive issues through the appropriate internal process.
- Maintain channel profiles, links, biographies, highlights, permissions and publishing access.
- Use sound judgement when moderating content and protect athlete wellbeing, privacy, safeguarding and organisational reputation.

Content planning and production

- Own and maintain an integrated editorial and social media calendar aligned with events, campaigns, athlete milestones and organisational priorities.
- Identify stories and turn them into clear, audience-focused content, from grassroots participation through to Olympic and Paralympic programmes.
- Capture and edit high-quality photo, video and audio content using mobile and professional equipment as required.
- Brief and manage photographers, videographers, designers and other contractors when specialist support is required.
- Maintain an organised, searchable digital asset library, including consent and usage information.

Communications and media

- Draft and publish website stories, newsletters, media releases, event communications, stakeholder updates and other written content.
- Support media enquiries, athlete media opportunities and event communications in partnership with the Chief Executive Officer and relevant staff.
- Ensure communications are accurate, accessible, timely and consistent with Swimming New Zealand's tone and brand.

Campaigns, events and partnerships

- Develop and deliver digital campaigns that support participation, events, programmes, membership, commercial partners and the Swimming New Zealand brand.
- Provide real-time content coverage at selected events, including evenings, weekends and travel where required.
- Deliver agreed digital content for partners while protecting editorial credibility and audience trust.
- Work closely with event, performance, participation and commercial staff to make content an effective part of each project, not an afterthought.

Website, email and digital channels

- Keep the Swimming New Zealand website accurate, engaging and easy to navigate, with priority information updated promptly.
- Create and distribute email communications and support the ongoing improvement of subscriber lists, templates and performance.
- Use website and channel analytics to improve content, user journeys and calls to action.

Measurement and reporting

- Set practical channel and campaign measures, track performance and turn insights into clear actions.
- Provide concise monthly reporting and updates for leadership and the Board, covering reach, engagement, audience growth, content performance, website traffic, risks and planned activity.
- Contribute content and coordination support for the Swimming New Zealand Annual Report and other major publications.

The person we are looking for

You are an energetic content professional who is curious about people and confident working in a fast-moving environment. You understand that strong social media is more than posting regularly: it requires audience insight, storytelling, responsiveness, good judgement and attention to detail.

Experience and capability

- Demonstrated experience managing social media and digital communications for a brand, organisation, agency, publisher or sports environment.
- A strong portfolio showing short-form video, social-first storytelling, written content and campaign delivery.
- Excellent written English, with the ability to adjust tone for athletes, members, fans, partners, media and the public.
- Confident using major social platforms and their native publishing, community management and analytics tools.
- Practical capability in video editing, photography and graphic design. Experience with Adobe Creative Cloud, Canva and mobile editing tools such as CapCut is desirable.
- Experience with content management systems, email marketing platforms and analytics tools such as Google Analytics 4 is desirable.
- Ability to manage competing deadlines, work independently and deliver calmly during live events.
- Understanding of New Zealand sport, swimming or the broader aquatic sector is useful, but not essential.

Personal qualities

- Positive, approachable and collaborative.
- Creative and willing to test new ideas, while remaining thoughtful about brand and reputational risk.
- Highly organised, dependable and comfortable taking ownership.
- Genuinely interested in athletes and communities, and able to build trust with people from varied backgrounds.
- Calm under pressure, receptive to feedback and focused on solutions.
- Committed to inclusive, respectful and safe communication.

Practical requirements

- Availability for regular evening and weekend work around events, with time off managed in line with Swimming New Zealand policy and applicable employment requirements.
- Ability to travel within New Zealand when required.
- A current full New Zealand driver licence is preferred.
- Appointment will be subject to appropriate pre-employment checks for a role working in a sporting environment, including reference checks and any safeguarding checks required by Swimming New Zealand.

Key relationships

Internal	External
Chief Executive Officer; leadership and staff teams; event, performance, participation and commercial colleagues.	Athletes, coaches, clubs and regions; fans and families; media; commercial partners; contractors; national and international sport organisations.

How performance will be assessed

- Consistent, accurate and timely channel management.
- Quality, relevance and originality of content.
- Audience growth and meaningful engagement, assessed in context rather than by follower count alone.
- Website and campaign performance against agreed objectives.
- Responsiveness and judgement in community management and live situations.
- Quality of collaboration, planning, reporting and delivery against deadlines.
- Compliance with brand, privacy, safeguarding, copyright and approval requirements.

Role flexibility

This position description describes the role's main purpose and responsibilities. Priorities may reasonably change as Swimming New Zealand's strategy, events, channels and audience needs evolve. The role holder may be asked to undertake other duties consistent with the position's purpose and level of responsibility.