

Marketing and Communications Coordinator

The Marketing and Communications Coordinator plays a key part in telling the Canterbury Golf story, delivering communications and content that engage, connect and inform our members, affiliated clubs, partners and the wider golfing community.

Canterbury Golf has built strong communication foundations, including our Social Media and Communications Strategy, the Scorecard eDM, a suite of design templates, and established content and publishing processes. This role will maintain, refine and build on those foundations, ensuring our communications remain consistent, professional and effective across an increasingly diverse and digital audience.

Looking ahead, our intention is that this role will take on a broader, more strategic marketing focus. This includes strengthening value for our commercial partners, supporting affiliated clubs to grow their own marketing capability, and leading targeted campaigns such as fundraising promotions, golf tourism offerings, and initiatives that encourage new and non-traditional golfers into play and membership at our affiliated clubs.

This is a part-time role, reporting to the General Manager.

Key Objectives

- **Social media management:** planning, scheduling, posting and monitoring content in line with our established social media framework.
- **In-house video:** producing short-form, informal video for use across our social channels.
- **Profile writing:** interviewing and writing player, club, volunteer and sponsor profiles.
- **Photography:** capturing quality images at events and programmes for use across the website and socials.
- **Scorecard eDM:** writing, building and distributing the Scorecard eDM using our established templates and segments.
- **Resource creation:** producing posters and promotional resources from our existing template library, and refreshing templates as required.
- **Website management:** writing and publishing website articles, event previews and results stories.
- **Search Engine Optimisation (SEO):** continuing to improve the website's visibility and organic traffic.
- **Sponsor engagement:** delivering partner benefits and creating content that showcases our commercial partners.
- **Club marketing support:** sharing tools, templates and learnings to help affiliated clubs strengthen their own marketing.
- **Campaign leadership:** planning and leading targeted marketing campaigns, such as fundraising promotions, golf tourism offerings and initiatives that encourage new and non-traditional golfers into play and membership at our affiliated clubs.

Reports to	Canterbury Golf General Manager
Key Relationships	• Canterbury Golf staff • Canterbury Golf affiliated clubs (Club Managers, administrators and volunteers) • Commercial partners, sponsors and funders • Campaign partners, including tourism organisations and golf simulator facilities • External design, video, copywriting and communications specialists, as required • Golf New Zealand, as required

Key Competencies

- Experienced in social media management, with knowledge of digital advertising platforms (e.g. Meta Ads, Google Ads).
- Solid copywriting ability, with the knowledge of how to write for different platforms and audiences.
- Experience in, or ability to learn, website management and SEO.
- Basic photography and videography skills, including shooting on iPhone and editing in software such as Canva, CapCut or other similar video editing platforms
- Confident using Campaign Monitor, Canva or similar to build eDMs and resources from templates.
- Experience planning and delivering marketing campaigns, including setting goals and reporting on results.
- Strong relationship skills, with the confidence to work with sponsors, partners and club representatives.
- Ability to share knowledge and support others, such as presenting to or advising club volunteers.
- Ideally an understanding of, and love of, all things golf!
- Excellent administration, organisational and planning skills.
- Ability to prioritise and work independently in an efficient and timely manner.
- Good attention to detail and accuracy.
- Ability to work as part of a small, collaborative team.
- Enthusiastic and motivated.
- Current driver licence.

Key Areas of Accountability

Social Media	▪ Plan, create and publish social media content in line with Canterbury Golf's established social media framework and its three objective themes: -Demand generation: connecting people with Canterbury Golf. -Demand conversion: educating people about Canterbury Golf and the programmes it offers. -Demand retention: keeping our audience engaged with the game of golf and Canterbury Golf. ▪ Monitor channel performance and engagement, using insights to refine content and grow our audience. ▪ Review the framework annually with the General Manager, recommending improvements as platforms and audiences evolve.
Scorecard eDM	▪ Write, build and distribute the Scorecard eDM on its established schedule, using our existing templates, framework and audience segments. ▪ Maintain and grow subscriber lists, and keep the template fresh and on-brand. ▪ Track open rates, click-throughs and engagement, and recommend improvements to content and structure.
Content Creation Plan	▪ Maintain and deliver Canterbury Golf's annual Content Creation Plan, capturing content and producing quality video for identified projects, often alongside external specialists. ▪ Ensure content profiles our programmes, people and supporters as well as major events, including: -Canterbury Golf's major competitions and events. -Player pathway storytelling. -Sponsor and partner profiles. -Fun, entertainment-driven pieces featuring characters and clubs. -Player, volunteer and club profiles. -Behind-the-scenes content.

Website, SEO and Internal Communications	▪ Write and publish website articles, event previews and results stories in a timely way. ▪ Keep website content current and accurate, and continue to improve SEO and organic traffic. ▪ Assist and lead on internal communications, including contributions to the Annual Report.
Sponsorship and Partner Engagement	▪ Work with the General Manager to deliver the marketing and communication benefits agreed in sponsorship and partnership agreements. ▪ Create content that showcases our commercial partners and demonstrates the value of their support. ▪ Provide reporting on partner exposure and engagement to support renewals and new partnership opportunities.
Club Marketing Support	▪ Support affiliated clubs to develop and strengthen their own marketing and communication strategies. ▪ Share Canterbury Golf's tools, processes and learnings with clubs, through resources, workshops or one-on-one advice. ▪ Amplify club stories, events and successes across Canterbury Golf channels.
Campaign Leadership	▪ Plan, lead and evaluate targeted marketing campaigns that support Canterbury Golf's commercial and participation objectives, such as: -Fundraising campaigns: promotion and sales campaigns that support fundraising goals. -Golf tourism: marketing that promotes golf travel offerings to our golfing community. -Participation and conversion: campaigns that connect new and non-traditional golfers with affiliated clubs. ▪ Set campaign objectives, timelines and measures of success, and report results to the General Manager.
External specialists	▪ Maintain productive working relationships with external design, video, copywriting and communications specialists to develop templates and content.
Relationship Management	▪ Maintain and develop collaborative relationships with Canterbury Golf affiliated clubs, partners and stakeholders. ▪ Uphold the values and purpose of Canterbury Golf within the wider community.
Other Responsibilities	▪ Attend training and professional development opportunities as required. ▪ Undertake other reasonable duties as required by the General Manager.