Comms Assistant (Beijing 2022 internship)

About this role

The goal of this role is to amplify the effectiveness of our Beijing 2022 Paralympic Winter Games communications across the range of our stakeholders, from media to commercial partners to Paralympic New Zealand’s friends and family.

About this Beijing 2022 campaign

A key organisational outcome is a diverse and fully inclusive New Zealand. The Beijing 2022 Paralympic Winter Games will do this through showcasing Paralympians and celebrating their successes.

Our communications, including the language, imagery and channels we use, aim to change the narrative of disability. We will have succeeded when we achieve equitable and inclusive representation of Para sport, and an increase in the acceptance and inclusion of disabled New Zealanders.

Responsibilities

Responsibilities may include:

- Creating content which is on-brand and engaging (e.g., news stories for the website, media releases, social media copy).
- Curating our social media channels so that content is published in a timely way.
- Monitoring the main sports media, spotting opportunities, being aware of emerging trends of interest, and helping us to capitalise on these.
- Being a good ambassador for Paralympics New Zealand in responses to enquiries received. Redirecting enquiries to a relevant expert as appropriate.
- Producing high quality communications such as email updates with content appropriate to different stakeholders – e.g., sporting organisations versus general fans.
- Reviewing effectiveness and reporting back on communications activities. Making recommendations for change as appropriate.
- Other team support as needed.

Where practical, responsibilities will be tailored to your learning needs.
Preferred skills and software capabilities

- Good communication in person, by phone and in writing
- Collaborative working style
- A good understanding of sports media
- Microsoft Office suite and Teams
- Media monitoring skills (we use Isentia)

Support with learning outcomes

In order to support your internship goals, PNZ’s commitments are as follows.

- Mentor within the organisation - Sue Cardwell, Digital and Comms Manager.
- Regular one-on-ones with mentor. These will include an opportunity to reflect, and to plan.
- Mentor to review learning goals, and where practical, align responsibilities with these.
- PNZ to provide all organisational information, where confidentiality permits, to support learning.

Practicalities

Place of work

- The usual place of work for the team is in our offices in the Axis Building in Parnell, where you will be provided with a workstation.
- You will also need a place to work from home, in case office working is not possible, or desirable (such as out-of-hours work).

Hours of work

- Hours of work to be agreed with candidate. However, it is preferred that there is high availability during the busy period of the Paralympic Games (4-13 March), and in the 10 days before and after.
- Hours may be used flexibly, in discussion with your mentor. We may sometimes ask you if you are available for evening or weekend work – in particular during the period of the Paralympic Games. This is appreciated but optional.

Signed:

Signed: [Signature]

Date: 21 Jan 2022
Name: Sue Cardwell
Position: Digital and Comms Manager