



Communication Portfolio

Purpose of Position:

Skilled and passionate communicator able to oversee all of the messaging being produced by NMTBC. Ensure the delivery of high-quality communication to our audiences that helps the club to achieve its vision and supports the long-term strategic plan. You will offer communications strategy advice and support to the committee.

Club Vision and Key Goals:

The clubs core role is to facilitate, advocate, promote and encourage mountain biking in Nelson. The key goals of the club are to serve and create value for its membership by:

1. Strengthening relationships with stakeholders and taking a leadership role in recreation management for mountain biking in the region.
2. Leading the development and maintenance of a world class trail network in Nelson with associated mountain bike assets.
3. Encouraging mountain biking to all Nelson community members through running and supporting events, advocacy and being a voice for mountain biking in the region.
4. Creating and demonstrate value to the membership, community and region from mountain biking.
5. Further developing the Wairoa Gorge Bike Park as a regional tourism asset and international destination.
6. Working with a commercial partner for a future major event in Nelson

Role Description

- Develop a communication plan to support the clubs vision and goals
- Create a voice for the clubs committee.
- Work with the Treasurer to develop a budget for the communications functions
- Oversee the implementation of the strategies in the communications plan
- Submit monthly reports to the committee chair

Knowledge/Skills required:

- Project management
- Communications strategy development
- Budget management
- Reporting
- Ideally has communications expertise and experience across a range of sectors (B2C, B2B, local government)

Channels

NMTBC Website

Facebook

Instagram

Mailchimp newsletter/mailout

Nelson news media (Nelson Mail, Nelson Weekly)

Aorere Enduro Facebook

Aorere Instagram

Aorere Enduro website

(Managed by WGBP subcommittee)

The Gorge Facebook

The Gorge Instagram

The Gorge website (front end - backend linked to NMTBC website)

Event posters

Facebook events listings

MTB sector press (NZ)

MTB Sector press (International - Pink Bike, Vital etc)

Audiences:

Members - current

Members - potential

Primary stakeholders - NCC, NRDA, TDC, DoC, Ngati Koata, Tasman Pine

Wider MTB community (NZ)

Wider MTB Community (International)

Commercial/operators (Nelson/National)

Sponsors/supporters/funders