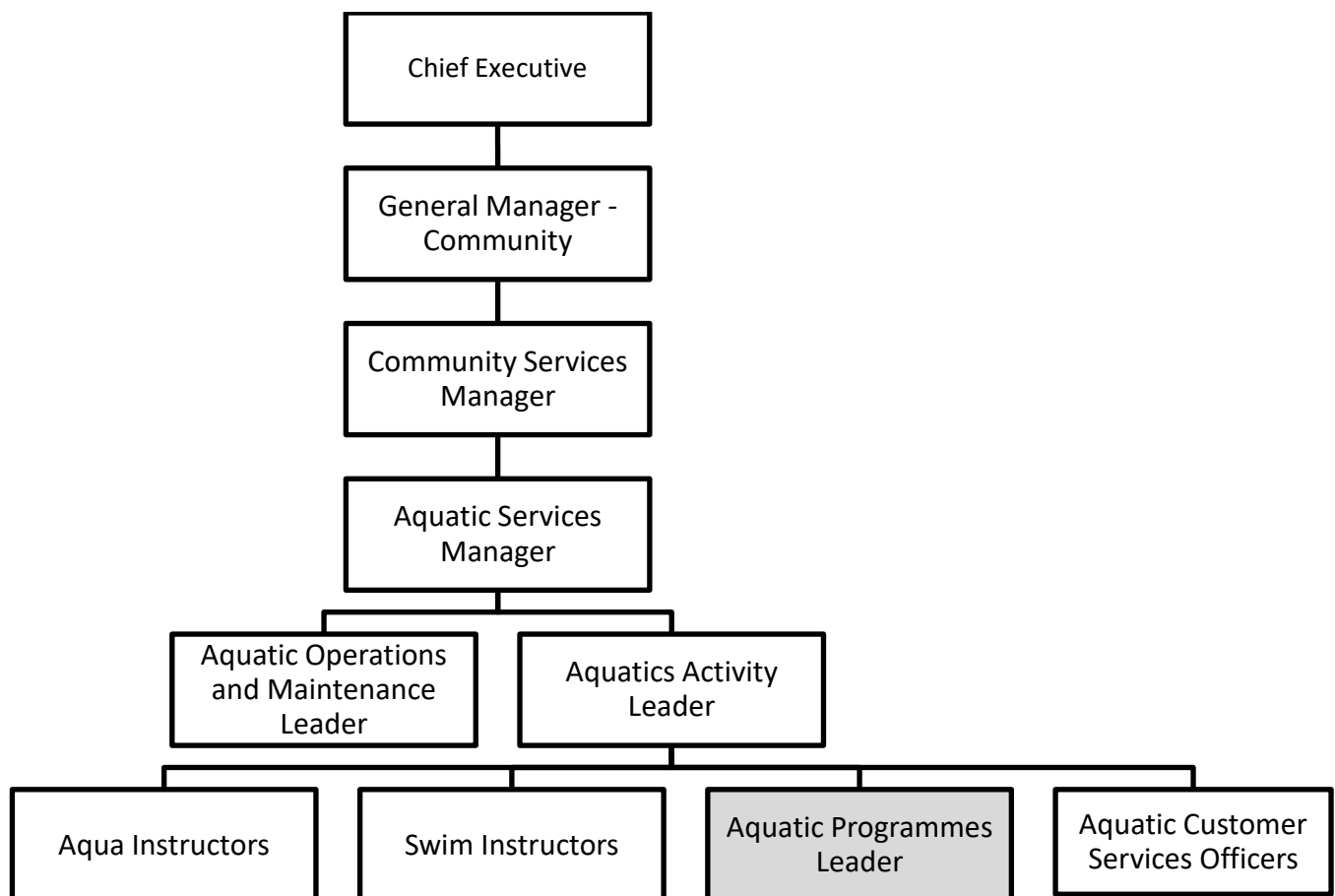


JOB PROFILE

Job title	Aquatic Programmes Leader
Area	Community
Reporting line	Aquatics Activity Leader
Job purpose	To develop and deliver a diverse range of programmes, activities, and events that maximise opportunities for the community to engage with the Makino Aquatic Centre — onsite, through outreach, and virtually — while promoting inclusive access to the Centre’s services and experiences through effective marketing and community engagement.
Location	Makino Aquatic Centre, locations around the Manawatū District as required

Reporting relationship



About us

Here at the Manawatū District Council, we strive to be a successful, future-oriented organisation providing services that benefit our communities to support a connected, vibrant and thriving Manawatū. Kia papa te tū, kia rangi te tiro. This whakataukī (proverb) describes our connection to our proudly rural roots, our beautiful town, villages and countryside, and describes our aspirations for our community.

The role

The Aquatic Programmes Leader is responsible for developing and delivering a wide range of programmes, activities, and events that maximise opportunities for the community to engage with the Makino Aquatic Centre — onsite in Feilding, through outreach, and virtually. The role actively increases awareness of the Centre's services, programmes, and events through strategic marketing, digital platforms, and meaningful community engagement. Working closely with the Aquatics Team, MDC staff, iwi, schools, community stakeholders, and local organisations, the Aquatic Programmes Leader ensures programmes are relevant, dynamic, and responsive to the needs of the community — helping position the Aquatic Centre as a vibrant hub for wellbeing, recreation, and connection.

Key relationships

- All staff of the organisation, including but not limited to the full Aquatic Services team, MDC Communications team, and MDC Community Services and Facilities teams.
- Other local authorities
- Local Community – individuals of all ages, families, clubs, schools, organisations and businesses
- Media
- Community groups and organisations
- Funding bodies, grant providers, and programme delivery partners (e.g. Sport Manawatū, iwi, health organisations)
- Professional colleagues in the aquatics and recreation sector, and related professionals

Key responsibilities

Media, Marketing and Promotion

- Create engaging content to promote the full range of Makino Aquatic Centre programmes and events across digital and physical platforms with support from MDC's comms team as required.
- Design visual assets using Canva (or similar tools) for social media, print materials, and advertising with support from MDC's comms team as required.
- Plan, schedule, and manage the Centre's content calendar for all programmes and events.
- Oversee the Makino's social media presence, including messaging, monitoring, and engagement.
- Maintain and update programme and event information on the Makino's website to ensure accuracy and relevance.

Programme Design and Delivery

- Lead the end-to-end development of diverse and engaging programmes, activities, and events — from scoping and planning through to delivery — in collaboration with the Aquatics Team and other partners (e.g. Sport Manawatū, iwi, schools, etc).
 - Examples might include fitness sessions for sports teams, training workshops for teachers, or a community dive-in movie night.
- Work collaboratively with the Community Hub Programmes Leader and Youth Engagement Coordinator to design and deliver co-operative initiatives across MDC's facilities.
- Contribute to wider Council events and promotional activities as needed.
- Actively collect, document, and respond to customer feedback to inform programme improvements.
- Ensure all programmes and events comply with health and safety standards and procedures.
- Identify and pursue external funding opportunities to support programme delivery.
- Track and report on programme participation and feedback, providing regular updates to the Aquatics Activity Leader.

Operational Support

- Provide front-of-house support by covering reception during scheduled breaks, staff absences, or busy periods — ensuring continuity of service and a welcoming customer experience.

- Respond to a wide range of customer enquiries in person, over the phone, and via email, providing accurate information about Makino programmes, services, and policies.
- Confidently handle cash and electronic transactions, including admissions, bookings, merchandise sales, and daily banking procedures, ensuring accuracy and accountability.
- Accurately communicate information to customers on Community Facilities policies and services.
- Maintain up-to-date knowledge of all services, events, and operational procedures to effectively support customers and uphold service excellence.
- Operate all relevant systems and platforms (e.g. booking software, point of sale, Council systems) to carry out transactions, record updates, and manage customer interactions.
- Perform routine reception-related tasks such as managing customer enquiries, assisting with bookings, and maintaining high personal presentation standards in line with Makino's dress code and professional expectations.
- Build positive relationships with both customers and colleagues, contributing to a friendly, helpful, and collaborative front-line environment.
- Take proactive steps to resolve customer issues or concerns before they escalate, ensuring a positive and solution-focused experience.
- Keep the reception area tidy, professional, and well-presented, contributing to a positive first impression of the facility.

Leadership and Initiative

- Support broader team operations by sharing responsibilities, attending team meetings, and occasionally assisting in other areas.
- Take a proactive role in supporting and collaborating with the wider Community Programmes team to deliver integrated and impactful initiatives across MDC facilities — including co-led events, shared outreach, and aligned programme development.
- Build and maintain strong working relationships with customers and colleagues, contributing to a friendly, collaborative team culture.
- Demonstrate a proactive, solutions-focused mindset, underpinned by an understanding of Te Tiriti o Waitangi principles and respect for diverse community values.
- Share knowledge, feedback, and ideas to support continuous improvement and team development.
- Understand and align with the Council and MAC's vision and values.
- Actively participate in the performance and development process, including maintaining a current professional development plan.
- Promote and uphold all workplace health and safety standards.

Qualifications, knowledge and experience

Essential

- A diploma-level qualification in programme management, event management, or a related field.
- At least 2 years' experience in the planning, coordination, and delivery of programmes, events, or community initiatives.
- Proven ability to manage multiple projects or programmes simultaneously, from concept through to evaluation.
- Demonstrated experience in stakeholder engagement and partnership building to support programme delivery.
- Strong written and verbal communication skills, with the ability to adapt messaging for diverse audiences.
- Confident in using digital platforms, including websites, social media, intranet systems, and other communication tools.
- Ability to work effectively in a culturally responsive and professional manner with individuals and groups from diverse backgrounds.
- Experience in high-paced, community-focused environments requiring adaptability and initiative.
- A current full driver's licence.

Preferred

- A tertiary degree in programme management, event management or a related discipline.
- Training or practical experience in project or programme evaluation, reporting, or funding applications.
- Experience in journalism, media production, or digital communication.
- Over 3 years' experience in a programme management or coordination role, ideally within a public or community facility.
- Experience delivering swimming lessons and/or aqua fitness programmes.
- Familiarity with the aquatics or recreation sector.
- Experience in customer service, reception, or front-of-house environments involving direct public interaction and transactions.
- Familiarity with booking, point-of-sale, or customer information systems in a community or recreation setting.

Personal attributes

- Always willing to go the extra mile, with a natural passion for delivering outstanding customer service.
- Brings a 'can-do' attitude and supports others in their work.
- Able to work confidently and respectfully with people of all ages and cultural backgrounds.
- Future-focused, open to change, and embraces opportunities for improvement.
- Works effectively both independently and as part of a collaborative team; willingly shares knowledge and energy to achieve shared goals.
- Self-motivated and demonstrates initiative.
- Able to remain calm and effective under pressure, including during challenging situations or when working outside normal hours.
- Skilled at de-escalating tense situations and managing difficult customer interactions with empathy and professionalism.
- Approaches challenges with a sense of humour and a pragmatic mindset.
- Communicates clearly and effectively with a wide range of people.
- Maintains professionalism at all times, particularly in public-facing environments.

Other requirements

- Demonstrate our values of being professional, supportive, caring and fun
- Demonstrate a customer service ethic, both internally and externally
- Contribute to MDC being a safe and healthy workplace for all our staff and visitors
- If we have an emergency management situation, undertake activities as directed, as part of our MDC response
- Be open to changes in your duties and updates to this job profile as things in the organisation change
- Actively participate in our performance systems and professional development opportunities

Employee Name
Aquatic Programmes Leader

Date

Lyn Daly
General Manager – Community

Date

APPENDIX A

EXAMPLE OF A SCHEDULE FOR A TYPICAL TERM TIME WEEK

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Start work at 1.00 pm-5pm in the office.	Start work at 1.00 pm-5pm in the office.	Start work at 1.00 pm-5pm in the office.	Start work at 1.00 pm-5pm in the office.	Start work at 1.00 pm-5pm in the office.		
5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception		

EXAMPLE OF A SCHEDULE FOR A 2 WEEK SCHOOL HOLIDAY

	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Week 1	Start work at 11.30am coordinating holiday activities and time in the office. 5pm-6pm Reception	Start work at 12pm coordinating holiday activities and time in the office. 5pm-6pm Reception	Start work at 1pm-5pm in the office. 5pm-6pm Reception	Start work at 12pm coordinating holiday activities and time in the office. 5pm-6pm Reception	Start work at 12pm coordinating holiday activities and time in the office. 5pm-6pm Reception		
Week 2	Start work at 1pm-5pm in the office. 5pm-6pm Reception	Start work at 1pm-5pm in the office. 5pm-6pm Reception	Start work at 1pm-5pm in the office. 5pm-6pm Reception	Start work at 1pm-5pm in the office. 5pm-6pm Reception	Start work at 1pm-7pm running an event		

EXAMPLE OF A WEEK WITH WEEKEND EVENT

Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Start work at 2pm-5pm in the office.	Start work at 2pm-5pm in the office.	Start work at 2pm-5pm in the office.	Start work at 2pm-5pm in the office.	Start work at 2pm-5pm in the office.		Start work at 9am-1pm running an event
5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception	5pm-6pm Reception		

Please note, each week your minimum hours of 25 will always be met, however some weeks there maybe extra hours and some weeks your start times will vary depending on events organised.