



TITLE:	COMMERCIAL & MARKETING MANAGER - MATATŪ
INCUMBENT:	VACANT
REPORTS TO:	GM MATATŪ
POSITION OBJECTIVES:	TO LEAD MATATŪ'S COMMERCIAL PARTNERSHIP AND MARKETING FUNCTIONS WITH THE DUAL PURPOSE OF: <ul style="list-style-type: none">• DRIVING NEW REVENUE STREAMS THROUGH SPONSORSHIP AND PARTNERSHIP DEVELOPMENT.• EXECUTING BRAND, MARKETING, AND FAN ENGAGEMENT STRATEGIES THAT GROW MATATŪ'S PROFILE, AUDIENCE, AND COMMUNITY IMPACT.
LAST REVIEWED:	AUGUST 2025
BY:	GM MATATŪ & GM COMMERCIAL
NB:	THIS DOCUMENT IS SUBJECT TO REVIEW FROM TIME TO TIME, BUT NO LESS THAN ON AN ANNUAL BASIS.

Achievement of the position objective will be measured through the following key result areas.

1. Commercial Partnerships

EXPECTED RESULTS:

- Drive growth in sponsorship and partnership revenue through proactive business development and pipeline management.
- Manage relationships with existing partners, ensuring contractual deliverables are met or exceeded.
- Develop and deliver leverage plans, activations, and reporting for all commercial partners.
- Collaborate with Matatū high-performance staff and players to align partner objectives with team activity.
- Work with the Crusaders Commercial team to maximise cross-programme opportunities and consistency.

2. Marketing Strategy, Campaign Planning & Brand Leadership

EXPECTED RESULTS:

- Lead the development and execution of the Matatū Marketing and Communications Strategy.
- Uphold and evolve Matatū's brand identity and values across all outputs.
- Lead the annual Matatū marketing plan, with focus on brand awareness, ticket sales, and membership campaigns.
- Plan and deliver creative campaigns, seasonal photoshoots, and marketing collateral; and review performance seasonally (or other agreed timings)
- Act as key liaison with NZ Rugby Aupiki marketing to ensure alignment with national campaigns.
- Oversee consistency of brand across digital, print, event, and media channels.

3. Digital & Content Management

EXPECTED RESULTS:

- Manage Matatū's digital ecosystem (website, social media, eDMs).
- Oversee scheduling, content planning, and reporting across platforms.
- Supervise contractors and content creators to ensure production of high-quality, brand-aligned digital assets.
- Track performance metrics and adjust digital strategy accordingly.

4. Event & Fan Experience

EXPECTED RESULTS:

- Lead delivery of Matatū's home matches, awards evening, sponsor activations, and community events.

- Ensure high-quality fan experience, integrating both marketing and commercial objectives.
- Manage allocated event budgets and ensure delivery within financial parameters.
- Liaise with internal and external stakeholders for effective event execution.

5. Community Engagement & Media Support

EXPECTED RESULTS:

- Lead planning and delivery of Matatū community activations (club visits, charity initiatives, school programmes).
- Support media and communications functions, including player/coach availability and storytelling content.
- Work alongside the Crusaders/Matatū Communications team to deliver in-season and off-season comms plans.

6. Leadership

EXPECTED RESULTS:

- Lead and support the Commercial & Marketing Assistant and any contractor, interns or other direct staff in the Matatū Commercial and Marketing space.

7. Health and Safety

EXPECTED RESULTS:

- Complies with the health and safety systems and emergency procedures in place throughout the business.
- Integrate HSWA 2015 requirements into all event and activation planning.
- Manage contractors and volunteers to ensure compliance with health and safety standards.
- Conduct inductions and risk assessments where required.

8. Undertake any other duties as directed or required at any given time.

EXPECTED RESULTS:

- Such duties are carried out in a timely, professional, accurate manner
- Participates in training and development related to the position as required.

KEY AREAS OF AUTHORITY

- Staff:** Commercial & Marketing Assistant
Content Creator and Producer contractor
May oversee contractors, interns & volunteers
- Budget:** Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

Internal:

- Crusaders Chief Executive
- General Manager, Matatū
- GM Partnerships
- Head of Marketing
- Events Manager
- Communications & Media Manager
- Content & Digital teams
- CFO & Finance team
- Matatū Coaches & Players

External:

- Matatū sponsors and partners

- NZ Rugby (Super Rugby Aupiki)
- Other Super Rugby clubs
- Media and agency partners
- Contractors and suppliers
- Community organisations

PERSON SPECIFICATION

Qualifications & Experience

- 3–5 years' experience in commercial partnerships, sponsorship, marketing, or event management (sports/entertainment preferred).
- Demonstrated ability to drive revenue through sponsorship acquisition and management.
- Experience in digital marketing and content management.
- Some experience in leadership is desired but not essential.
- Proven track record in budget and stakeholder management.
- Tertiary qualification in Marketing, Business, Communications, or related field (preferred).
- Knowledge of HSWA 2015 and ability to apply health and safety standards to events and activations.

Skills & Attributes

- Strong sales and relationship management skills.
- Excellent written and verbal communication.
- Organised, detail-focused, and able to multi-task.
- Strategic thinker with ability to deliver operational outcomes.
- Creative and innovative approach to brand and fan engagement.
- Resilient and adaptable in fast-paced environments.
- Collaborative and team-oriented with a professional, proactive attitude.
- Passion for sport, women's empowerment, and community engagement.