



## Schedule 2

### POSITION DESCRIPTION

<b>TITLE:</b>	EVENTS & BRAND ACTIVATOR
<b>INCUMBENT:</b>	VACANT
<b>REPORTS TO:</b>	HEAD OF MARKETING
<b>POSITION OBJECTIVES:</b>	TO SUPPORT THE MARKETING STRATEGY AND COMMUNITY ENGAGEMENT STRATEGY BY LEADING THE ACTIVATION OF THE CRUSADERS AND MATATŪ BRANDS THROUGH EVENTS AND THE DESIGN AND DELIVERY OF THE CRUSADERS AND MATATŪ EVENTS SCHEDULE.
<b>LAST REVIEWED:</b>	OCTOBER 2022
<b>BY:</b>	HEAD OF MARKETING AND BUSINESS SUPPORT MANAGER
<b>NB:</b>	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 Crusaders & Matatū Brand Activation**

##### **EXPECTED RESULTS:**

- Using the Crusaders and Matatū brand values as a framework, ensure that all Crusaders and Matatū events are proactively delivered in alignment with the Crusaders and Matatū brands respectively and their associated values.
- With direction from the General Manager of Community, support the delivery of Crusade with Heart community events in alignment with the Crusade with Heart brand values.
- Continuity of Crusaders & Matatū brands across all events
- Identify and execute opportunities to innovate and expand the events portfolio to continue to grow the Crusaders & Matatū brands.

#### **2 Events Strategy & Financial Management**

##### **EXPECTED RESULTS:**

- In alignment with the Crusaders and Matatū respective business and marketing strategies, develop the overall events strategy for The Crusaders and Matatū.
- Set, monitor and deliver an Game Enhancement budget that aligns with the events strategy for both brands.
- Set, monitor and deliver a budget for partnership events, including the annual awards event.

### **3 Game Enhancement & Event Fan Experience**

#### **EXPECTED RESULTS:**

- With support from the Head of Marketing, lead the planning and delivery of all the entertainment design and operational requirements for all Crusaders and Matatū Game Day Events (excluding rugby operations). This includes, but is not limited to:
  - i. The Stadium Fan Experience
  - ii. Stadium, concourse, pre match, in game, half time and post match entertainment.
- Monitor industry standards and identify new initiatives and innovation in the events field to continue to develop the Crusaders and Matatū brands, and improve customer experience and fan engagement.
- Monitor, quantify and analyse event experience to generate feedback and future recommendations and improvements.

### **4 Event Planning, Operations and Management**

#### **EXPECTED RESULTS:**

- With direction from the Head of Marketing, leads the coordination, management, execution, and delivery of all Crusaders, Matatū and Crusade with Heart events as required including but not limited to:
  - All Crusaders & Matatū home games, including preseason and play-offs
  - Crusaders Development, Junior and Under 20 home games
  - Annual Awards Events
  - Season Launch Events
  - Membership Events
  - Marketing & Partnership Networking events
- Completes all event documentation requirements including the production of run sheets and risk assessment and health & safety requirements.
- Management of all staff, volunteers, and contractors associated with all events as advised and all applicable health & safety requirements relating to these events and contractors.
- Manage event administration, including staff, contractor and volunteer accreditation
- Key liaison and communication with key stake holders, including stadium venues and associated staff.

### **5 Marketing & Campaign Planning**

- With direction from the Head of Marketing, support the planning and execution of marketing campaigns as required. Duties may include things like media planning, execution of marketing initiatives or campaign analysis and feedback.

### **6 Partnerships Delivery**

#### **EXPECTED RESULTS:**

- Work with the Partnerships team to ensure that all contractual requirements are delivered at the relevant events.
- Liaise with the partnership team to ensure that all partner events and at-game activations are approved through the right process and executed to a high standard.

### **7 Health and Safety**

#### **EXPECTED RESULTS:**

- Complies with the health and safety systems and emergency procedures in place throughout the business

- Works proactively with venue management to ensure that our health & safety processes and procedures are robust, and are providing the foundations for a safe environment for all staff, volunteers and workers.
- Encourages staff participation in the business's health and safety system
- Demonstrates a commitment to continuous health and safety improvement
- Promptly and accurately reports all hazards, accidents and incidents
- Attends health and safety update training sessions as required.
- Acts as a member of the Crusaders Health and Safety Committee
- Implements the requirements of the HSWA 2015 into all event management plans
- Prequalifies and manages contractors associated with event management to ensure they are implementing the requirements of the HSWA 2015.
- Takes responsibility for the Health and Safety inductions of volunteers and sponsors activating promotions at events

## 8 Customer Service

### EXPECTED RESULTS:

- Develops and maintains effective professional relationships with all staff and especially all Commercial and Marketing staff as well as external customers and contractors.
- Building good relationships with key event stakeholders.
- Ensures that all staff and customer enquiries are responded to promptly and efficiently.
- Ensures regular liaison with all parties relevant to the Crusaders & Matatū current event programme, match enhancement strategy and new community initiatives to seek feedback on service delivery.
- Ensures initiative is taken to improve customer service.

## 10 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.
- Actively participates in the annual performance review process.

### KEY AREAS OF AUTHORITY

**Staff:** Seasonal Events Casuals and Contractors  
**Budget:** Spending authority in line with delegated limits.

### FUNCTIONAL RELATIONSHIPS

**Internal:** Crusaders GM Commercial  
 Head of Partnerships  
 CFO & Accounts Team  
 Business Support Manager  
 Membership Manager  
 GM Professional Rugby  
 Crusaders Coaches  
 Crusaders Team Manager  
 Matatū GM  
 Crusaders GM Community

**External:** Crusaders & Marketing Partners  
 Other Super Rugby Organisations

Venue Managers  
Service Providers  
Charities and other Community Partners

<b>PERSON SPECIFICATION</b>
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**Qualifications & Experience:**

- A minimum of 2 years+ experience in Marketing, Event Management and/or entertainment design.
- A tertiary qualification in a related field (Event Management, Marketing) is favourable.
- Knowledge of the Health and Safety at Work Act 2015 and experience in implementing Health and Safety requirements into all event management plans
- Experience in managing contractors and staff around event delivery
- Experience in liaising with local councils and other bureaucratic organisations

**Skills and Abilities**

- Organised and detailed focussed with the ability to multi-task
- Ability to prioritise workload to ensure all commitments and objectives are met
- Can demonstrate strength of character, and ability to change in a fast paced, high-pressured environment
- Self-motivated and can work independently overseeing events unsupervised
- Ability to come up with fresh, creative, and innovative ideas to create memorable events
- Excellent written and verbal communication skills
- Friendly positive and constructive manner when dealing with customers and suppliers
- Ability to manage budgets
- Advance computer literacy – Word, Excel and Powerpoint
- Ability to build working relationships based on trust and respect
- Ability to effectively handle customer enquiries
- Interpersonal sensitivity – ability to relate to people at all levels
- High personal standards of professionalism and delivery on commitments
- Team player
- Understanding of rugby is advantageous but not critical