



POSITION DESCRIPTION

TITLE:	MARKETING AND GRAPHIC DESIGN EXECUTIVE
INCUMBENT:	VACANT
REPORTS TO:	SENIOR DIGITAL AND CONTENT MANAGER
POSITION OBJECTIVES:	TO LEAD VISUAL CONTENT CREATION AND SUPPORT SOCIAL MEDIA EXECUTION ACROSS THE CRUSADERS AND MATATŪ BRANDS.
LAST REVIEWED:	MAY 2025
BY:	SENIOR DIGITAL & CONTENT MANAGER
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. Graphic Design & Digital Production

EXPECTED RESULTS:

- Design and produce high-impact graphics, templates, and motion assets for social media, websites, EDMs, and marketing campaigns.
- Create print-ready artwork for merchandise, ticketing, signage, and promotional materials.
- Develop match day graphics and reactive content for Crusaders and Matatū, aligned with brand tone and fan expectations.
- Maintain and evolve brand visual systems across digital and print formats

2. Social Media Support & Community Engagement

EXPECTED RESULTS:

- Assist with posting content across Crusaders and Matatū social channels, including scheduling, formatting, and publishing.
- Support live coverage of Crusaders matches and Matatū during their season, including graphic and video deployment.
- Monitor engagement and community sentiment, respond to fans, and escalate issues where needed.
- Collaborate with the content team to optimise posts for reach, relevance, and performance.

3. Video & Archival Content Creation

EXPECTED RESULTS:

- Create short-form videos using WSC content and archival footage for YouTube, TikTok, Instagram, and other platforms.

- Edit highlights, hype reels, and storytelling pieces that connect emotionally with fans.
- Maintain a library of reusable assets and templates for efficient content turnaround.

4. Brand & Campaign Support

EXPECTED RESULTS:

- Ensure brand consistency across all visual and motion outputs.
- Support integrated marketing campaigns and cross-channel activations.
- Work closely with the wider marketing and content teams to align outputs with strategic goals.

5. Health & Safety

EXPECTED RESULTS:

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

6. 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:

Budget: Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

Internal: Chief Executive
 Crusaders Commercial & Marketing Team
 CIA Manager
 CFO & Accounts Team
 CEO
 Crusaders Team Manager
 Super Rugby Coaches
 Crusaders & Matatū Players

External: Crusaders & Matatū Sponsors
 Super Rugby Clubs
 NZ Rugby
 CRFU Rugby
 Agency Partners
 Contractors
 Licensees

PERSON SPECIFICATION

Key Skills and Experience

- Advanced proficiency in Adobe Creative Suite (Photoshop, Illustrator, InDesign).
- Strong understanding of social media platforms, content formats, and publishing tools.
- Experience with video editing tools (Premiere Pro, After Effects).
- Experience creating graphics and motion content for digital and print channels.
- Excellent communication, time management, and organisational skills.

Desirable

- Experience in sport, entertainment, or fan engagement.
- Ability to work under pressure, adapt quickly, and manage multiple deadlines.