



POSITION DESCRIPTION

TITLE: COMMUNICATIONS AND MEDIA LEAD

INCUMBENT:

REPORTS TO: **GM COMMERCIAL**

POSITION OBJECTIVES: TO LEAD & DELIVER A COMMUNICATIONS STRATEGY THAT IS FAN FIRST; AND DELIVERS WRITTEN CONTENT THAT CONNECTS, INSPIRES & CREATES EXCITEMENT, IN THE CRUSADERS AND MATATU TEAMS, CLUBS AND BRANDS.

THE COMMUNICATIONS AND MEDIA LEAD IS AN INTEGRAL MEMBER OF THE CRUSADERS TEAM AND IS EXPECTED TO DEVELOP WORKING KNOWLEDGE OF CRUSADERS GOALS AND OBJECTIVES AND CONTRIBUTE TO THE ACHIEVEMENT OF THESE TO THE BEST OF THEIR ABILITY.

LAST REVIEWED: JUNE 2022

BY:

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 Communications Strategy and Process

EXPECTED RESULTS:

- Execute the Crusaders and Matatū Media Communications Strategy – developing the tone, narrative and objectives across all written communications, and create strong relationships with key media and industry leaders/figures.
- Collaborate with and support the following across all brands:
 - The Head of Marketing on the marketing strategies, and digital strategies
 - The Head of Partnerships/GM Commercial on Commercial Partner strategy, and commercial partnership communications
 - The Membership Manager on key members communications including eDMs and direct comms;
 - GM Matatū – ensuring alignment to Crusaders and Matatū overarching Comms Strategy.
- Develop (with support from GM Commercial and CEO), and execute a media plan that supports both clubs marketing and brand strategies
- Be proactive in seeking out new opportunities to craft a positive narrative for the Crusaders and Matatū brands, that is in line with business objectives, and the communications strategy

2 Written Content Management and Delivery

EXPECTED RESULTS:

- Develop and deliver communication and written content that is fan first – to the people that count
- Support and provide content for communications with our members, single ticket purchasers, commercial partners, Board Members, Provincial Unions, Staff and customers.
- Support communications around the Crusaders International Academy, Crusaders Academy, Junior & development Crusaders & others from time to time.
- In collaboration with the C&M team lead written content planning and ideation.
- Measurement of communications efficacy and results to drive improved content and delivery across Crusaders and Matatū using the various software tools and media

3 Business Media Planning & Management

EXPECTED RESULTS:

- Assist the Crusaders and Matatū crisis media management with leadership from the CEO and third parties as required.

4 Team Media Planning & Management

EXPECTED RESULTS:

- Be the lead contact with SKY TV on all matters relating to the game-day broadcast of Super Rugby
- Manage all media on a weekly basis relating to teams and be proactive and innovative in how media are managed and what content is captured.
 - Creating a schedule of weekly media opportunities during the season
 - Managing all media requests and preparing players and coaches during the season
 - Managing all match day media requirements; including build up activity, actual match coverage and post-match interviews etc.
- Assist with general media management for Crusaders and Matatu and support learning and education across the teams

5 Health and 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.
- Actively participates in the annual performance review process.

KEY AREAS OF AUTHORITY

Budget: Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

Internal: CEO
Crusaders Ticketing Manager
GM Commercial
Head of Marketing
Head of Sponsor Relations
Membership Manager
Commercial and Marketing Team – Crusaders
CFO & Accounts Team
Business Support Manager
GM Professional Rugby – Crusaders
GM Women’s Professional Rugby – Matatū
Matatū Communications Support
Crusaders Coaches & Team Manager
All other Crusaders personnel

External: Other Super Rugby organisations
Sky TV and media personnel
New Zealand Rugby