



Schedule 2 **POSITION DESCRIPTION**

TITLE:	DIGITAL CONTENT LEAD
INCUMBENT:	
REPORTS TO:	HEAD OF MARKETING
POSITION OBJECTIVES:	<p>TO SUPPORT THE CRUSADERS MARKETING AND COMMERCIAL TEAM TO GROW THE CRUSADERS BRAND THROUGH CONTENT CREATION AND SCHEDULING OF SOCIAL MEDIA CHANNELS.</p> <p>TO SUPPORT THE OVERALL CRUSADERS DIGITAL AND CONTENT STRATEGY TO GROW THE CRUSADERS AUDIENCE, BUILD FAN LOYALTY, SELL TICKETS AND CREATE BRAND AWARENESS.</p> <p>EXECUTING KEY CREATIVE REQUIRED FOR THE FOR THE OVERALL CRUSADERS MARKETING, DIGITAL CAMPAIGN AND RELEVANT COMMERCIAL OBLIGATIONS</p> <p>PRODUCE CONTENT FOR THE CRUSADERS ACADEMY, MATATŪ OR CIA FROM TIME TO TIME.</p>
LAST REVIEWED:	MAY 2024
BY:	KALE JOINES – ACTING HEAD OF MARKETING
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. Content Creation

EXPECTED RESULTS:

- Working with the Head of Marketing and Digital Manager, create and execute a content strategy for the Crusaders channels and contribute to the Matatu content strategy.
- Create still and video content (capture and edit) that is in line with the Crusaders Marketing & Digital and Content strategies and adheres to the Digital and Content calendar. Key priorities are around creating engaging fan first content and content plans, reaching new audiences, building the Crusaders brand, and supporting strategies to sell memberships and tickets.
- Support Matatu content capture and creation where required

2. Marketing & Membership Campaign Support

EXPECTED RESULTS:

- Provide support to the Crusaders Marketing Campaign, through the execution of marketing collateral and creative. Support extends from broad brand campaigns, to membership campaigns to Crusaders International and Domestic Academy requirements.
- Input into Matatu marketing campaign and support where needed

3. Channel Management

EXPECTED RESULTS:

- Co-ordinate all content for the Crusaders Social Media channels to ensure that the business is adhering to the Digital & Content Calendar as well as our core content pillars as set by the Crusaders Marketing team.
- Support and manage commercial obligations and ensure these are delivered in a polished, professional and timely manner
- Provide key intel, and execution of paid advertising campaigns on social media channels for commercial and marketing purposes
- Maintain a weekly content calendar accessible by both commercial and marketing team

4. Social Media & Channel Analytics

EXPECTED RESULTS:

- Use social media analysis tools to continually report back and inform Crusaders digital strategies to learn and ensure that the business is constantly improving in this area.
- Weekly monitoring, and monthly reporting
- Support the use of data and tracking to inform key future decision making and insights for both marketing and commercial purposes.
- Work with the head of marketing to structure ongoing reporting based on agreed KPIs. i.e. Rugby content engagement %, Commercial content engagement % etc

5. Commercial Content Capture and Support

EXPECTED RESULTS:

- Capture content (still & video) and provide editing skills for sponsors and other partnerships associated with the business for various campaigns, as required.
- Support commercial team members and advise on social media best practise
- Provide key insight and analytics on partner content

6. 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.
- 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

7. 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: N/A

Budget: Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

Internal: Chief Executive
Crusaders GM Partnerships
Event and Digital Manager
Head of Marketing and Communications
Head of Sponsor Relations
Commercial Partnerships Manager
Commercial & Marketing Executive
Commercial & Partnerships Executive
Content & Media Manager
CIA Manager
CFO & Accounts Team
CEO
Crusaders Team Manager
Super Rugby Coaches
Crusaders Players

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

PERSON SPECIFICATION

Skills and Abilities

- Advanced computer literacy – Adobe Suite or equivalent photo and video editing softwares
- Ability to multi-task
- Understanding of all elements of Commercial and Marketing Deliverables
- Ability to prioritise workload to ensure all commitments, objectives and deadlines are met
- Uses feedback and learnings to improve performance, and always strives to be the best
- Encourages responsible risk taking where mistakes are owned and learned from
- Excellent written and verbal communication skills
- Ability to clearly present informative content to other team members, and external stakeholders with support from the senior marketing team
- Consultative and outcome focussed style
- Ability to build working relationships based on trust and respect
- Interpersonal sensitivity – ability to relate to people at all levels and promotes diversity
- Actively listens, considers, and takes on board the views of others
- High level of personal energy and positivity
- High personal standards of professionalism and delivery on commitments
- Committed team player, that contributes to the day to day team environment