



POSITION DESCRIPTION

TITLE:	DIGITAL MANAGER – CRUSADERS AND MATATU
INCUMBENT:	VACANT
REPORTS TO:	HEAD OF MARKETING
POSITION OBJECTIVES:	<p>TO LEAD AND DESIGN THE DIGITAL STRATEGY FOR THE BOTH THE CRUSADERS AND THE MATATU BRANDS, WITH A GOAL OF GROWING AUDIENCE, BUILD FAN LOYALTY, SELL MEMBERSHIPS, TICKETS AND CREATE BRAND AWARENESS.</p> <p>DESIGN AND CRAFT THE USER EXPERIENCE AND DIGITAL FAN JOURNEY ACROSS ALL BRAND CHANNELS TO SUPPORT THE OBJECTIVES OF THE DIGITAL STRATEGY.</p> <p>DESIGN DIGITAL CAMPAIGNS TO HELP GROW AND ENGAGE AUDIENCES</p> <p>PROVIDE INSIGHT AND DIRECTION BASED ON INFORMATION OBTAINED THROUGH ANALYTICS AND REPORTING</p>
LAST REVIEWED:	APRIL 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. Digital Strategy & Experience

- a. Mindful and understanding of the Crusaders and Matatu business and marketing strategy, and subsequent objectives
- b. Leads the strategic direction and planning across digital channels for both The Crusaders and Matatu brands.
- c. Drive the implementation of the Crusaders and Matatu digital strategy.
- d. Set KPIs to drive activity across the whole team, and establish key parameters and outcomes for success and performance
- e. Design and craft the user experience for all digital activity and campaigns, including social media, website, shop, and marketing automation, across all relevant Crusaders brands.

2. Digital Co-ordination & Implementation

- a. Plan Digital Campaigns, including website, SEO, shop, social media, marketing automation and display advertising to support brand, membership, ticket sales and other relevant campaigns.
- b. Show understanding and are mindful of the partnerships established across the business

3. Analytics and reporting

- a. Monitor and report on the performance of all digital marketing campaigns against strategy and KPIs

4. Industry Best Practice

- a. Research and monitor industry best practice and guidelines to meet organisational objectives and needs. Lead team change on innovation and growth strategies, including recognition of market and industry trends.
- b. Create relationships with key players in the market to ensure that we stay relevant and in line with innovation and changes in the industry

5. Digital Systems & Processes

- a. Management of the digital ecosystems and processes, including customer database and storage of personal data.
- b. Establish and drive the adoption of systems and processes across the team to ensure efficiency and effectiveness

6. Financial Management

- a. Setting and managing budgets and digital spend that consider strategic direction and identified KPIs and objectives.

7. Content Capture

- a. Supports the business function with the execution and capture of content and creative, including video, still, and basic graphic design.

8. Internal Staff management, and external stakeholder management

- a. Models expected behaviour within the team and holds self and others accountable
- b. Undertake and supports a structured performance review and development process with direct reports
- c. Key result areas and performance targets are negotiated with relevant team members and staff performance is managed through coaching and mentoring

9. 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

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.

KEY AREAS OF AUTHORITY

Staff: Digital Content Producer
Budget: Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

Internal: Chief Executive
Crusaders GM Partnerships
Head of Marketing
Events Manager
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

- A minimum of 5 years in a digital or marketing related role.
- Be an early adopter in the digital field, with a very thorough understanding of digital channels, SEO, e-commerce and the digital customer experience/journey
- Has the ability to think strategically and ahead of the game, while also understanding data and using it to provide insight and analysis
- An understanding of the professional sporting landscape is welcomed but not a necessity.
- Can confidently use the Adobe suite to edit and design creative assets
- Confident behind a camera to capture still and moving content.
- Is happy to challenge the norm, committed to continuous improvement, has high standards and attention to detail.
- Is open to feedback and can provide feedback to other key members of the team and across the environment showing good understanding of effective communication methods.
- Is a committed team player, and is mindful of team environments and team cohesion.

- Be confident with CMS
- Excellent time management skills, attention to detail, problem solving, and the ability to multi-task with initiative in a fast-paced environment.
- Strong communication skills: listening, verbal, and written with a demonstrated experience in engaging and influencing stakeholders.