



Schedule 2

POSITION DESCRIPTION

TITLE:	HEAD OF MARKETING – MATERNITY COVER
INCUMBENT:	GRACE JONES
REPORTS TO:	CHIEF EXECUTIVE OFFICER
POSITION OBJECTIVE:	LEAD THE CRUSADERS & MATATŪ MARKETING STRATEGY AND MARKETING FUNCTION, DEVELOPING CAMPAIGNS THAT DRIVE THE GROWTH OF BRAND, MEMBERSHIPS, MATCH ATTENDANCE, AND FAN ENGAGEMENT.
LAST REVIEWED:	OCTOBER 2025
BY:	HEAD OF MARKETING AND CEO
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. Business Strategy, Marketing Strategy & Brand Leadership

EXPECTED RESULTS:

- Maintain a strong understanding of the Crusaders & Matatū Business Strategy and objectives
- Provide input and recommendations into the strategic planning process
- Develop, implement, and continuously refine the Crusaders' & Matatū marketing strategy in alignment with the club's vision business objectives, and brand values.
- Monitors the execution of the marketing strategy
- Oversee brand guidelines and ensure consistent brand messaging across all platforms and campaigns.
- Monitor industry trends, fan behaviour, and competitor activity to inform strategic decisions and identify new opportunities.

2. Marketing Plan, Campaign Management & Execution

EXPECTED RESULTS:

- Develops and implements the annual marketing plan
- Lead the planning, execution, and evaluation of integrated marketing campaigns across all channels.
- Oversee creative development, ensuring campaigns are compelling, on-brand, and aligned with strategic objectives.
- Ensures all marketing campaigns are fully defined, manage timelines, deliverables, and budgets to ensure campaigns are executed efficiently and effectively

- Monitor campaign performance using analytics and insights, applying learnings to future initiatives.

3. Team Leadership & Development

EXPECTED RESULTS:

- Lead, mentor, and inspire the marketing team, fostering a collaborative and high-performance culture.
- Set clear objectives and KPIs, providing ongoing feedback, coaching, and professional development opportunities.
- Encourage creativity and innovation while ensuring accountability and delivery of results.

4. Fan Engagement

EXPECTED RESULTS:

- Lead initiatives that connect with fans across all touchpoints — digital, social, in-person events, community programs, and media.
- Enhance the overall fan journey, ensuring Crusaders supporters feel valued, included, and part of the club 365 days a year.
- Lead the creation of innovative activations and content that deepen fans' emotional connection to the team and players.
- Use insights and data to understand fan needs, tailoring engagement strategies to diverse audience segments.
- Identify target audiences and develop pathways to engage with them.

5. Stadium & Fan Experience

EXPECTED RESULTS:

- Provide leadership to the events manager on the design and execution of stadium and fan experience

6. Membership Programme Support

EXPECTED RESULTS:

- Supports the membership programme with strategic marketing including pricing, product design and campaign design to drive engagement and growth.

7. Digital, Communications, Media & Content Leadership

EXPECTED RESULTS:

- Support the digital, communications & content team to drive the Crusaders traditional media, digital and social media presence across all channels, ensuring content is engaging, innovative, and fan focused.

8. Financial Management

EXPECTED RESULTS:

- Develop and manage the marketing budget, ensuring resources are used effectively to deliver maximum impact.
- Provide regular reporting to the executive team and Board on marketing activity, performance, and ROI.
- Identify opportunities to improve efficiency and effectiveness in marketing operations.
- Manages allocated budgets in accordance with Crusaders' policies and procedures
- Ensures all financial activity occurs within delegated authority

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

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: Marketing Team
Budget: Spending authority in line with delegated limits.
Other: N/A

FUNCTIONAL RELATIONSHIPS

Internal: Board of Directors, Executive Team
Finance Team
Players

External: Advertising and Creative Agencies
Media Companies
Printing Companies
Media Sponsors

PERSON SPECIFICATION

Qualifications & Experience:

- A minimum of five years' experience in a sports marketing environment
- A tertiary qualification in a related field (Commerce, Marketing)

Skills and Abilities

- Ability to deliver customer focused solutions
- Strong business acumen
- Strong and effective written and verbal communication skills
- Strategic analytical and problem solving skills
- Ability to develop effective relationships across the business and with key stakeholders
- Strong leadership and interpersonal skills
- Solid technical skills in the Microsoft Office suite and other systems as required
- Professional manner and approach