



## POSITION DESCRIPTION

<b>TITLE:</b>	MARKETING COORDINATOR
<b>INCUMBENT:</b>	VACANT
<b>REPORTS TO:</b>	HEAD OF MARKETING
<b>POSITION OBJECTIVES:</b>	TO SUPPORT THE DELIVERY OF THE CRUSADERS & MATATŪ MARKETING & MEMBERSHIP STRATEGY, INCLUDING SUPPORT OF MARKETING CAMPAIGN DELIVERY, GRAPHIC DESIGN & RENEWALS AND SALES FUNCTIONS FOR THE CRUSADERS MEMBERSHIP PROGRAMME.
<b>LAST REVIEWED:</b>	JANUARY 2024
<b>BY:</b>	HEAD OF MARKETING AND BUSINESS SUPPORT MANAGER
<b>NB:</b>	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. Marketing Campaign Delivery & Graphic Design

**EXPECTED RESULTS:**

- With input and direction from the Head of Marketing
  - Create the annual Media Plan for Crusaders & Matatū marketing campaigns, and supply required assets to media partners to lead and ensure the implementation of the media plan.
  - Design and create marketing campaign assets to support annual marketing campaign and media plan
- Work with the marketing team for the design and development of creative assets to support marketing & membership campaigns.
- Monitor and analyze marketing performance metrics to track the success of campaigns.

### 2. Membership Renewals and Sales Functions

**EXPECTED RESULTS:**

- Support the execution of the Crusaders Membership renewals and sales functions.
- Help to craft a renewal process and customer journey for existing Crusaders members; and a sales process and journey for new Crusaders members.
- Participate in the membership call cycle & renewals programme to drive renewal and acquisition functions within the membership team

### 3. Marketing Support & Administration

**EXPECTED RESULTS:**

- Assist the marketing team in delivering the marketing calendar, photoshoots & production requirements, promotions, tactical projects, events & other administrative duties for both Crusaders & Matatū
- Assist with the asset management of creative assets including imagery from photoshoots, graphics, visual and digital assets.
- Respond to customer enquiries across marketing led touch points (e.g. website, social media, shop, and phone).

#### **4. Ticketing Systems**

##### **EXPECTED RESULTS:**

- Manage the project planning and build for all pre season, round robin, and finals matches for both Crusaders and Matatū
- Manage the delivery of ticketing at game, including the management of game day ticketing staff.
- Build ticketing systems, and facilitate member, volunteers, and partner ticket plotting & printing.
- Execute group ticket sales

#### **5. Data Collection and Analysis**

##### **EXPECTED RESULTS:**

- To capture and maintain accurate data for all Crusaders members in the relevant Crusaders database and systems exercising data sensitivity at all times.
- Support the maintenance of the Crusaders database, and provide regular analysis of existing data to drive new opportunities for recruitment, acquisition and retention.

#### **6. Customer Experience & Member Communications**

##### **EXPECTED RESULTS:**

- To support the telephone, digital and physical customer journey with all Crusaders Members and Ticket Holders.
- Attend events and actively engage with potential clients in order to generate business opportunities.
- Provide direct communications to Members and field all membership, ticketing and game queries from Crusaders' members.
- Support the delivery and execution of membership communication journeys for both acquisition, renewals and retention.

#### **7. 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

**Budget:** Spending authority in line with delegated limits.

## FUNCTIONAL RELATIONSHIPS

**Internal:** Commercial and Marketing Team – Crusaders  
CFO & Accounts Team  
Business Support Manager  
GM Professional Rugby  
Crusaders Coaches & Team Manager  
All other Crusaders personnel

**External:** Members, Ticket Purchaser & Crusaders Fans  
Other Super Rugby organisations  
Venue Managers  
New Zealand Rugby

## PERSON SPECIFICATION

### Qualifications & Experience:

- Strong Graphic Design skills, and competency with Adobe suite – Illustrator, InDesign & Photoshop.
- Experience in and/or knowledge of marketing principles and processes
- A tertiary qualification in a relevant field - Marketing and/or design qualifications

### Skills and Abilities

- Strong Customer Experience skills
- Organised and detail focussed with the ability to multi task.
- Good at communicating with people, and interpersonal sensitivity.
- High personal standards of professionalism and delivery on commitments and deadlines.
- Team player.
- Excellent written and verbal communication skills.
- Friendly, positive and constructive manner when dealing with members and customers.
- Advanced computer literacy – CRM, marketing automation systems, Word, Excel and PowerPoint.