



Schedule 2

POSITION DESCRIPTION

TITLE:	MARKETING AND EVENTS EXECUTIVE
INCUMBENT:	VACANT
REPORTS TO:	HEAD OF MARKETING
POSITION OBJECTIVES:	<p>TO DESIGN THE EVENT PLAN AND LEAD THE EVENT DELIVERY AND MATCH ENHANCEMENT FOR ALL CRUSADERS EVENTS AND HOME MATCHES INCLUDING COMMERCIAL & MARKETING EVENTS, PRE-SEASON, ROUND ROBIN AND PLAY-OFFS GAMES.</p> <p>TO DESIGN AND PROVIDE THE OVERALL DELIVERY OF THE CRUSADERS' COMMUNITY ENGAGEMENT PROGRAMME.</p> <p>TO PROVIDE SUPPORT FOR ALL CRUSADERS MARKETING ACTIVITIES.</p>
LAST REVIEWED:	AUGUST 2021
BY:	HEAD OF MARKETING AND BUSINESS SUPPORT MANAGER
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 Event Planning and Management

EXPECTED RESULTS:

- With direction from the Head of Marketing, leads the coordination, management, execution, and delivery of all Crusader events as required including but not limited to:
 - All Crusaders home games, including preseason and play-offs
 - Annual awards events
 - Season launch events
 - Other commercial and marketing events
- Completes all event requirements including the production of run sheets and risk assessment and health & safety requirements.
- Management of all staff, volunteers, and contractors associated with all events as advised and all applicable health & safety requirements relating to these events and contractors.

2 Event Enhancement & Game Day Planning

EXPECTED RESULTS:

- With overall direction from the Head of Marketing, will lead the planning and delivery of all the entertainment design and operational requirements for all Crusaders Game Day Events (excluding rugby operations).

- Game day planning includes, but is not limited to:
 - The execution and hands-on delivery of all pre, halftime and post event Rugby match enhancement and entertainment.
 - Stadium concourse activations and activities
 - Fan experience in stadium
 - The completion of all operational event day requirements including the production of a match run sheet and match risk assessment and all other relevant health & safety requirements
 - Co-ordination and management of all staff, volunteers and contractors associated with the event and all applicable health & safety requirements relating to these contractors as required.
 - Communication with all stakeholders involved in the game day process

3 Marketing Support

EXPECTED RESULTS:

- Assists the Head of Marketing as required with general marketing including some execution of digital and traditional marketing activities.

4 Community Engagement

EXPECTED RESULTS:

- In consultation With support from the Head of Marketing, coordinates and delivers the Crusaders community engagement programme in conjunction with key Crusaders charities, and other community organisations.

5 Customer Service

EXPECTED RESULTS:

- Develops and maintains effective professional relationships with all staff and especially all Commercial and Marketing staff as well as external customers and contractors.
- Ensures that all staff and customer enquiries are responded to promptly and efficiently.
- Ensures regular liaison with all parties relevant to the Crusaders current event programme, match enhancement strategy and new community initiatives to seek feedback on service delivery.
- Ensures initiative is taken to improve customer service.

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

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:** Seasonal Events Casuals and Contractors
- Budget:** Spending authority in line with delegated limits.

FUNCTIONAL RELATIONSHIPS

- Internal:** Crusaders GM Commercial
Head of Sponsor Relationships
CFO & Accounts Team
Business Support Manager
Ticketing Team
GM Professional Rugby
Crusaders Coaches
Crusaders Team Manager
- External:** Crusaders Sponsors
Other Super Rugby Organisations
Venue Managers
Service Providers
Charities and other Community Partners

PERSON SPECIFICATION**Qualifications & Experience:**

- A minimum of 3 years+ experience in an Event Management and/or entertainment design.
- A tertiary qualification in a related field (Event Management, Marketing) favourable.
- Knowledge of the Health and Safety at Work Act 2015 and experience in implementing Health and Safety requirements into all event management plans
- Experience in managing contractors and staff around event delivery
- Experience in liaising with local councils and other bureaucratic organisations

Skills and Abilities

- Organised and detailed focussed with the ability to multi-task
- Ability to prioritise workload to ensure all commitments and objectives are met
- Can demonstrate strength of character, and ability to change in a fast paced, high-pressured environment
- Self-motivated and can work independently overseeing events unsupervised
- Ability to come up with fresh, creative, and innovative ideas to create memorable events
- Excellent written and verbal communication skills
- Friendly positive and constructive manner when dealing with customers and suppliers
- Ability to manage budgets
- Advance computer literacy – Word, Excel and Powerpoint
- Ability to build working relationships based on trust and respect
- Ability to effectively handle customer enquiries
- Interpersonal sensitivity – ability to relate to people at all levels
- High personal standards of professionalism and delivery on commitments
- Team player
- Understanding of rugby is advantageous but not critical