



## POSITION DESCRIPTION

<b>TITLE:</b>	MARKETING AND EVENTS COORDINATOR – MATATU
<b>INCUMBENT:</b>	VACANT
<b>REPORTS TO:</b>	DIGITAL MANAGER – CRUSADERS AND MATATŪ
<b>POSITION OBJECTIVES:</b>	<b>TO SUPPORT AND EXECUTE MATATŪ’S MARKETING AND DIGITAL PLAN WITH THE GOAL OF GROWING OUR ONLINE AUDIENCES AND THEIR AFFINITY WITH THE BRAND. TO ASSIST WITH THE PLANNING AND EXECUTION OF MATATŪ EVENTS</b>
<b>LAST REVIEWED:</b>	OCT 2024
<b>BY:</b>	
<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

- With input and direction from the Digital Manager
  - Execute the design, creation and scheduling/sending of Matatū’s EDM (electronic direct mail) communications. Track the metrics for these campaigns and adjust approach for best results.
  - Manage the day to day updating of the Matatū website with relevant written, static and video content, club news and player information to ensure the website stays relevant and fresh for fans
  - Be the key contact for external marketing partners and distribute creative assets to support ticket sales and brand growth campaigns.

#### 2. Event Support

- Work with the Events and Brand Activator to deliver key events throughout the Super Rugby Aupiki season, including but not limited to
  - All (3) Matatū home games (one of which is likely to require some domestic travel)
  - Annual awards evening
  - Marketing and partnership networking events
  - Seasonal Content/Photoshoot days
  - Select Matatū community connections
- Manage allocated budget for event execution
- Act as the key contact for internal and external stakeholders to manage the delivery and execution of these events

### 3. Content Capture

- Work with the digital team where required to capture social media content that showcases our brand and players in an engaging and positive way. This includes but is not limited to photo, video and basic graphic design.

### 4. Media and Communications

- Assist with the organisation of players and coaches for weekly media sessions as directed by the Crusaders and Matatū Communications and Media Manager.

### 5. Health and Safety

#### EXPECTED RESULTS:

- a) Complies with the health and safety systems and emergency procedures in place throughout the business
- b) Encourages staff participation in the business's health and safety system
- c) Demonstrates a commitment to continuous health and safety improvement
- d) Promptly and accurately reports all hazards, accidents and incidents
- e) Attends health and safety update training sessions as required.
- f) Acts as a member of the Crusaders Health and Safety Committee
- g) Implements the requirements of the HSWA 2015 into all event management plans
- h) Prequalifies and manages contractors associated with event management to ensure they are implementing the requirements of the HSWA 2015.
- i) Takes responsibility for the Health and Safety inductions of volunteers and sponsors activating promotions at events

### 6. Undertake any other duties as directed or required at any given time.

#### EXPECTED RESULTS:

- a) Such duties are carried out in a timely, professional, accurate manner
- b) 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  
Head of Marketing  
Events Manager  
Head of Sponsor Relations  
Commercial Partnerships Manager  
Commercial & Marketing Executive  
Commercial & Partnerships Executive

Digital Content Lead  
Digital Manager  
CFO & Accounts Team  
Matatū Team Manager  
Super Rugby Aupiki Coaches  
Matatū Players  
**External:** Matatū Sponsors  
Super Rugby Clubs  
NZ Rugby  
CRFU Rugby  
Agency Partners  
Contractors  
Licensees

## PERSON SPECIFICATION

### Qualifications and Experience

- 12 Months experience in Marketing and/or event management
- A tertiary qualification in a related field (Event Management, Marketing) is 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 film on mobile phone and make basic edits
- 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