

SCHEDULE ONE
JOB DESCRIPTION



Relationships Lead

Manawatū Rugby Union Overview

The MRU's purpose is to lead, grow and support rugby in Manawatū.

The three major priorities for MRU are:

1. **One Team, One Whanau** - We are Manawatū Rugby, we have 5,550 community rugby players and two performance teams in the Cyclones and Turbos, all of which we are incredibly proud of.
2. **Community Connections** - We are proud to wear the MRU crest and put mana in the jersey, we are part of this amazing province and we give back to our community who generously support us.
3. **On-Off Field Winning** - We are more than rugby. We have the opportunity to support and provide leadership in our community and impact people's lives for the better.

POSITION PURPOSE:

Establish, maintain and grow commercial relationships for Manawatū Rugby.

Lead the delivery of key MRU events.

Grow memberships and community engagement opportunities to lift the profile of the Manawatū Rugby Union and its two flagship teams, the Turbos and the Cyclones while enhancing the reputation of MRU.

RELATIONSHIPS/POSITION TYPE

Reports to: Business and Marketing Development Manager
Position type: Full time (fixed term – maternity cover)

This role is a maternity cover position, fixed term until December 16, 2022.
A formal review at the conclusion of the fixed term period.

Internal Relationships: Chief Executive
MRU Chairman
MRU Board of Directors
NPC Management
FPC Coaches & Management
MRU Staff
Personal Development Manager
Players

External Relationships: Referees
New Zealand Rugby
Super Rugby Franchises
Other Provincial Unions
Sponsors & Charities (as required)
Club Officials, Coaches and Volunteers
Public
Service Providers (SKY)
Local community
Palmerston North City Council (as Stadium owner)
Manawatū District Council
Media
Event Suppliers & Contractors

KEY ACCOUNTABILITIES:

1. Sponsorship

- a. Maintain a strong relationship with assigned partnership accounts.
- b. Assist the identification and procurement of new sponsorship for the MRU.
- c. Assist the development of a relationship management plan for the MRU.
- d. Assist with the layout of signage opportunities.
- e. Leverage opportunities to save on costs.
- f. Lead the delivery of sponsorship ticketing packs.

2. Lead the MRU's 500 Club

- a. Develop strong relationships with businesses in the Manawatū region to maximise the 500 Club membership.
- b. Identify businesses with potential to increase from 500 Club to larger sponsorship agreements.
- c. Be in regular contact with the sponsors.
- d. Work alongside the Business and Marketing Manager to ensure all MRU's obligations in sponsorship contracts are delivered.

3. Lead the MRU's Rural Community Group

- a. In consultation with the Business and Marketing Manager, maximise the MRU's Rural Community Group membership.
- b. Build strong relationships with the rural community in the Manawatū region.
- c. Meet annual RCG membership targets.
- d. Work alongside the Business and Marketing Manager to ensure all MRU's obligations in sponsorship contracts are delivered.

4. Memberships

- a. Develop a strategy plan for the future growth of the membership with specific target groups.
- b. Develop an annual plan of activities, events and sales strategies to be used to reach these sector groups.
- c. Ensure all staff members have the information about the membership and that there is buy in. Oversee the first contact point at the office to ensure the right experience is achieved for new and existing members.
- d. Co-ordinate membership activities, ensuring that they are well planned and co-ordinated.

5. Player Engagements

- a. Develop a community engagement plan to maximise sponsor and community engagement throughout the year with Turbos and Cyclones players.
- b. Provide detailed plans for staff and players involved in events.
- c. Work with sponsors and community organisations to identify opportunities for mutually beneficial engagement opportunities.

6. Events

- a. Lead the delivery of key commercial events throughout the year.
- b. Lead the delivery of corporate hosting on Turbos and Cyclones matchdays.

COMPETENCIES OF THE POSITION HOLDER:

TEAMWORK

- Demonstrated ability to work effectively as a member of the MRU team
- Readily shares info and supports others
- Has effective working relationships with colleagues

WORK ORGANISATION

- Be able to display sufficient organisational skills to manage and implement a range of different processes across various sectors.
- Proven ability to effectively manage time and assess priorities
- Ability to meet strict deadlines and work under pressure
- Able to effectively control flow of work when handling multiple tasks

PEOPLE SKILLS

- Can easily build rapport with people from diverse backgrounds including cultural.
- The ability to work with a range of different people including coaches, teachers, volunteers and professionals.
- Great interpersonal skills

COMMUNICATION SKILLS

- Well-developed written and verbal communication skills
- Excellent command of the English language, e.g. spelling, grammar, for preparation of reports.

OTHER SKILLS AND ATTRIBUTES

- Value Integrity, Work, Enjoyment, Resilience
- Sense of humour
- Positive can-do attitude
- Ability to work in a range of environments

OBLIGATIONS AND EXPECTATIONS AS AN EMPLOYEE OF MRU:

HEALTH AND SAFETY

As an employee of MRU, you are expected to work in a safe manner always by:

- Following safe operating practices and complying with MRU policies
- Considering the safety of others
- Never putting yourself or anyone else in an unsafe situation
- Report immediately any accidents, incidents or hazards
- Wear and use safety equipment as required
- Maintain excellent and safe standards of housekeeping in your place of work
- Require a full drivers NZ licence

TRAINING AND PERSONAL DEVELOPMENT

As an employee of MRU, you are expected to:

- Maintain up to date knowledge of areas of expertise through approved training.

- Be proactive in applying for training and development courses that will improve your performance and personal development in your role.

TEAM CONTRIBUTION

- In addition to these key responsibility areas outlined in this Position Description, as an employee you are expected to undertake in any additional duties that may be required from time to time and that this should not be looked upon as an exhaustive list.
- Participate in any team activities or group activities to achieve the overall objectives of the organisation.
- Actively work towards achieving the organisation's Annual Performance Targets.

APPROVAL AND AGREEMENT:

Reviewed and Approved by:

_____ (Signature) this date of ____/____/____

ANDREA JACKSON
CHIEF EXECUTIVE

NAME

_____ this date of ____/____/____

EMPLOYEE SIGNATURE