

SCHEDULE ONE
JOB DESCRIPTION



Social Media Support

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:

Plan, implement, review and lead the delivery of a social media plan to promote Manawatū Community Rugby, the Manawatū Cyclones and Manawatū Turbos.

RELATIONSHIPS/POSITION TYPE

Reports to: Business and Marketing Development Manager
Position type: Part time

This role operates on a part-time basis.
4.5 hours per week during non-peak periods.
16 hours per week during peak period (July 1 – October 30)

A formal review every 12 months.

Internal Relationships: Chief Executive
MRU Chairman
MRU Board of Directors

NPC Management
FPC Coaches & Management
MRU Staff
Personal Development Manager
Players

External Relationships:

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. Media

- a. Create a social media plan to grow connections and engagements throughout the year.
- b. Manage social media sites and provide regular updates, responses and feedback to fans and members to help maintain interest and excitement towards the brands.
- c. Regularly explore new social media platforms and avenues to ensure relevant engagement channels are utilised.
- d. Manage the Turbos and the MRU Community Rugby websites, adding new material, deleting or archiving old material, and seeking articles and ideas from other staff members.
- e. Review website processes and design regularly to ensure that all websites remain at the forefront of contemporary web design.
- f. Provide regular communication through Instagram, TikTok, Twitter, LinkedIn, Facebook and other appropriate forms of social media to ensure fans and stakeholders are well connected with the Union and associated teams.
- g. Deliver Bunnings NPC and FPC matches from a social media perspective.
- h. Prepare matchday related media including big screen material.
- i. Assist in the production of matchday programme.
- j. Assist in the production of marketing materials for key events.

2. Brand/Graphics Management and Design

- a. Oversee the development and/or alteration of visual representations of the Manawatū Rugby Union's brands

- b. Maintain a foundation of branding imagery to ensure appropriate and professional use of all communication channels.

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.
- 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