

**SCHEDULE ONE
JOB DESCRIPTION**



Marketing Advisor

POSITION PURPOSE:

Lead the Marketing, Communications and Engagements activities of Manawātū Rugby to ensure that the Union, community programmes and representative teams, including the Turbos and Cyclones are well promoted.

The key MRU values and priorities:

1. One Team: We are Manawātū Rugby, we have 5,550 community rugby players and two high performance teams in the Cyclones and Turbos, all of which we are incredibly proud of.
2. Community Connections: We are proud to wear our MRU jerseys and are putting mana back in the green and white hoops. We are proud to be part of this amazing province and give back with support for community events like planting days, the Geoff Thompson Keep Well Foundation and being present and visible within the community.
3. Off-field wins: We are more than Rugby. We have the opportunity to support and provide leadership and impact peoples' lives for the better. We have done this recently by visiting Te Au rere a te Tonga (Youth Justice Residence) and provided training seasons within the centre.

RELATIONSHIPS:

Reports to:

Partnerships Manager

Internal Relationships:

Chief Executive
MRU Leadership Team
MRU Board Directors
NPC Coaches & Management
FPC Coaches & Management
Participation Team
Academy Support
Rugby Development Coaches
Finance Manager
Secondary School and Club Coaches
Representative Team Managers, Coaches
All other MRU Staff
Personal Development Manager

External Relationships:	<p>New Zealand Rugby Union</p> <p>Super Rugby Franchises</p> <p>Other Provincial Unions</p> <p>Overseas Rugby Organisations</p> <p>Sponsors & Charities</p> <p>Club Officials</p> <p>Executive Committees</p> <p>Rugby Committee</p> <p>Media</p> <p>Life Members</p> <p>Public</p> <p>Service Providers</p> <p>Local community</p> <p>Palmerston North City Council (as Stadium owner)</p> <p>Manawatū District Council</p> <p>Stadium Caterers</p> <p>Sponsors, Key Stakeholders & Charities</p> <p>Other Local Authorities and Councils</p> <p>Event Suppliers & Contractors</p>
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POSITION ACCOUNTABILITIES:

Direct Reports: Social Media Support
 Budget:

KEY ACCOUNTABILITIES:	PERFORMANCE INDICATORS
<p>Marketing</p> <ul style="list-style-type: none"> ● Deliver the MRU's annual marketing plan to maximise engagement and attendance at MRU events including NPC and FPC matches. ● Manage relationships with key marketing third-parties. ● Communicate marketing plan with staff ● Ensure that MRU's marketing plan reflects the union's strategic priorities. ● Oversee and ensure all marketing material meets Brand guidelines and tone of voice ● Prepare and monitor the marketing budget ● Measure and report on the performance of marketing campaigns 	
<p>Membership and Ticketing</p> <ul style="list-style-type: none"> ● Develop a strategy for the future growth of the membership with specific target groups. ● Work with the Game Development and Operations Manager and the Ticketing Support to ensure that memberships and ticketing is 	

<p>launched through the ticketing provider in a timely manner,</p> <ul style="list-style-type: none"> • Develop an annual plan of activities, events and sales strategies to be used to reach these sector groups. • Ensure all staff are provided relevant information regarding memberships. • Co-ordinate membership activities, ensuring that they are well planned and co-ordinated. 	
<p>Communications</p> <ul style="list-style-type: none"> • Create media releases to ensure the best possible coverage for MRU including community rugby and representative sides (Turbos and Cyclones). • Build a strong contacts list for local and national media. • Work in conjunction with the Turbos and Cyclones managers to facilitate external media requests for players and coaches. • Develop a player-community engagement strategy that ensures the MRU capitalises on its internal and external media opportunities. • Work alongside the CEO to develop strategies for releasing major announcements publicly on a case-by-case basis. • Manage our database and produce regular EDMs 	
<p>Digital</p> <ul style="list-style-type: none"> • Develop annual social media plan. • Provide guidance to the Social Media Support. • Explore new social media platforms and avenues to ensure relevant engagement channels are utilised. • Lead the management of MRU's websites ensuring content is relevant and updated regularly. • Review website processes and design regularly to ensure that all websites remain at the forefront of contemporary web design. • Provide regular communication through Instagram, TikTok, Twitter, Facebook and other appropriate forms of social media to ensure fans and stakeholders are well connected with the Union and associated teams. • Provide quarterly and annual reports on social insights and website analytics 	
<p>Branding</p> <ul style="list-style-type: none"> • Oversee the development and/or alteration of visual representations of the Manawatū Rugby Union's brands • Maintain a foundation of branding imagery to ensure appropriate and professional use of all communication channels. 	

<ul style="list-style-type: none"> ● Formulate a Tone of Voice and Imagery policy for MRU social and digital platforms in conjunction. 	
<p>Events</p> <ul style="list-style-type: none"> ● Lead the delivery of MRU's key commercial events including the annual Sponsors' Golf Day, Awards Dinner and Evergreens Day. ● Identify opportunities for new events that fit in line with MRU's strategic plan. ● Assist the Game Development team with Community Rugby Events. ● Identify opportunities to reduce costs of events through contra and Bartercard agreements. 	
<p>Engagements</p> <ul style="list-style-type: none"> ● Work with the Turbos and Cyclones management to maximise community engagement opportunities. ● Work with Turbos and Cyclones Managers to ensure maximum value from players' NZRPA engagement hours. ● Balance engagements between community and commercial opportunities. ● Lead the delivery of the annual Adopt and Turbo and Adopt a Cyclone programmes. ● Develop and deliver the MRU's charity support plan. 	
<p>Game Day Enhancement:</p> <ul style="list-style-type: none"> ● Plan and deliver matchday enhancement opportunities to provide an exciting match day experience for fans at NPC and FPC matches. ● Assist in the delivery of NPC and FPC home matches from a social media perspective along with Rural Community Group, 500 Club and Level 2 hosting. ● Prepare matchday related media including big screen material, PA scripts and Halftime Show plans. ● Lead the production of matchday programmes. 	

BEHAVIOURAL CHARACTERISTICS

- A structured, organised and proactive "can do" approach
- Positive and enthusiastic
- Strong problem-solving skills
- A willingness to seek improvement at every opportunity
- Able to build successful working relationships at all levels of an organisation
- Able to work to and meet deadlines and able to reprioritise as necessary
- A willingness to take ownership and be held accountable

PERFORMANCE REVIEW INFORMATION:

- Six monthly written performance appraisals
- Annual written performance appraisal

OBLIGATIONS AND EXPECTATIONS AS AN EMPLOYEE OF MRU:

TREATY OF WAITANGI

We are committed to the principles of Te Tiriti o Waitangi/Treaty of Waitangi: participation and pro-active protection. We recognise Tikanga Māori values in the workplace and community and know we can do more.

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