

POSITION DESCRIPTION



Position Title	Marketing Coordinator
Business Unit	Brand & Marketing
Reports to	Global Marketing Manager
Position Type	Fixed-Term, 1.0
Location	Wellington or Auckland
Date	November 2024

New Zealand Rugby Commercial Overview

The vision for New Zealand Rugby (NZR) is to inspire and unify and its mission is to reimagine rugby.

As part of that wider vision and mission we want to enable a laser focus on commercial and customer success. Our purpose is to unleash New Zealand Rugby's potential, whilst create a loved game and loved brands.

We do this by living the values of The Rugby Way, Te Ara Ranga Tira, and the values that help us create that transformation: our ambition, our speed and agility, our search for excellence and a willingness to take calculated risks.

New Zealand Rugby Commercial is a small, dedicated team, based in our two main offices of Wellington and Auckland. We are legally separate to NZR but nonetheless are still integral and integrated to NZR and continue to be owned by and inextricably linked to our parent. We have a clear and focused mandate, to drive commercial and customer success for New Zealand Rugby.

Purpose

At New Zealand Rugby Commercial (NZRC), one of our core strategic pillars is to be "fan-obsessed," putting fans at the heart of everything we do. Our mission is to deepen fan engagement, delivering more value and bringing them closer to the action across our Teams in Black and domestic competitions. With ambitious goals to grow our global fan community, strengthen our local supporter base, and boost engagement, we are committed to creating memorable, immersive experiences for fans at home and abroad.

This fixed-term role, covering parental leave, focuses on supporting NZRC's marketing function to deliver a variety of brand and fan engagement campaigns in the domestic market. As the Marketing Coordinator, you'll play a vital role in executing initiatives across the annual calendar, working closely with agencies to produce media and digital assets, coordinating external requests for marketing materials, and distributing assets to maximise reach. Additionally, you will support fan engagement events, including logistical support for domestic matches, ensuring seamless, high-quality fan experiences. This role also involves coordinating the reporting of marketing activities, helping us track our impact and improve our efforts.

Key Tasks

Marketing Assistance:

- Support the delivery of the 2025 Sky Super Rugby Aupiki season working with the Super Rugby Clubs and external agencies to execute the 2025 marketing & digital engagement plan.
- Coordinate content capture opportunities with external stakeholders for Sky Super Rugby Aupiki
- Coordinate fan engagement opportunities' across Sky Super Rugby Aupiki
- Work closely with the Communications Team to identify PR opportunities for Sky Super Rugby Aupiki
- Maintain an accurate calendar of all campaigns and share across the business.
- Support the Global Marketing Managers to ensure the appropriate content reaches target markets consistently.
- Working with agency contacts to ensure deadlines are met and assets delivered to the correct parties.
- Copy writing for direct-to-consumer communications (such as eDMs)
- Coordination of fan incentives and prize distribution.
- Coordination of the reporting of performance of marketing campaigns against business objectives.
- Other ad hoc marketing support as required from time to time.

Fan Event Assistance

- Support the wider team in fan engagement activity such as managing merchandise, attending promotional events and responding to fan enquiries.
- Support the delivery of fan events through supplier management and coordination.
- Responsible for completing appropriate event briefs and other required documentation.
- On the ground support at events including player briefings and coordination of appearances.

Budget Support

- Assist with processing invoices and coding of costs.
- Tracking team travel and other team costs.

Team Contribution

- Contribute as a member of the NZR Customer team assisting in the delivery of commercial strategies across the wider business and broad rugby environment.
- Contribute to team planning days and team building activities.

General

- Undertakes other duties as determined by the Manager to meet team and organisation objectives.

Health & Safety (for self)

- Takes personal responsibility for keeping self free from harm
- Follows safe working procedures
- Reports incidents promptly
- Reports hazards promptly and suggests appropriate remedies
- Knows what to do in the event of an emergency
- Co-operates in implementing rehabilitation plan
- Knows what process options are available and contributes to a harm-free workplace culture

Key Relationships

This position reports to:	Global Marketing Manager	
Other areas/people that report to this position's immediate manager:	Nil	
This job's direct reports are:	Nil	
External Relationships <ul style="list-style-type: none"> • NZ Super Rugby Clubs • Commercial Partners and Charities • Rugby Players Association • Agencies / Suppliers • Broadcasters 	Internal Relationships <ul style="list-style-type: none"> • NZRC Commercial Team • Events Team • Ticketing Team • Players and Team Management 	

Person Specification

Experience

- Proven experience and success working within a marketing environment of 2+ years
- Proven experience in supporting retail marketing campaigns at a national level
- Experience working with multiple stakeholders
- Experience in working with external creative and media agencies
- Understanding of producing reports and budget management would be desirable

Educational and Professional Memberships

- A tertiary degree in marketing and/or management discipline

Competencies

Behaviour	Everyone	People Leaders
Be Welcoming	<ul style="list-style-type: none"> • Respects and values others' styles, opinions, backgrounds and beliefs • Understands the motivations and situation of others • Promotes an inclusive culture welcoming all ages, genders, ethnicities, sexualities, religions or physical abilities 	<ul style="list-style-type: none"> • Stays connected to the team • Cultivates a team culture by advocating collaboration across teams • Actively seeks others' involvement
Be Our Best	<ul style="list-style-type: none"> • Seeks and acts upon feedback to improve performance • Recognises & develops own strengths and work-ons • Shares knowledge and skills • Respects and values the contribution of others • Identifies areas where a difference can be made and adds value • Works to gain trust and respect with all stakeholders • Responds positively to change • Is forward-thinking, always looking striving to improve and be the best • Consistently delivers on time • Puts their hand up when help is required or when it's required by others • Sees opportunities rather than barriers • Speaks up and challenges where there are issues, risk or inefficiencies 	<ul style="list-style-type: none"> • Ensures the right people are in the right job at the right time • Provides the tools needed for success • Invests in growing our people and supporting their holistic development • Sets attainable challenges & recognises and reinforces development efforts • Shares information and provides effective coaching • Takes the time to understand individual's strengths and where/how they can add value • Engages and utilises people from across NZR in the development and execution of business priorities • Looks long-term, to generate and encourage new ideas • Walks the talk • Ensures the wider team understand how what they do fits with NZR's vision and key strategic challenges • Prioritises the wider team's goals and intentions accordingly
Be Passionate	<ul style="list-style-type: none"> • Demonstrates a can do attitude, always open to opportunities • Pursues everything with energy and drive • Strives to achieve stretch goals • Always an ambassador for NZR and the game • Loves what we do – works here because it's fun and we connect with others • Is a team player, connects with people 	<ul style="list-style-type: none"> • Creates a highly engaged environment and culture • Encourages responsible risk taking where mistakes are owned and learned from • Encourages research and learning in relevant areas of rugby, sports and other business to understand future trends

<p>Play Fair</p>	<ul style="list-style-type: none"> • Is honest and constructive in discussions • Acts for the good of the game and respects its heritage, history and heroes • Is open, supportive and considerate • Actively listens, considers and takes on board other views • Behaves with integrity and is responsible for own behaviour • Looks after others and steps in if something is not right • Fronts when something goes wrong, owns the action and the consequence 	<ul style="list-style-type: none"> • Ensures people know what is expected • Has the team's back • Trusts others to make good and timely decisions • Clearly and consistently communicates with all team members
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Authorities / Dimensions of the Position

Budget – Nil

Contractual – Signs letters and contracts on behalf of the organisation within specified delegated authorities.

Manager Name: _____ **Signature:** _____ **Date:** _____

Employee Name: _____ **Signature:** _____ **Date:** _____