**POSITION DESCRIPTION**

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| **TITLE:** | COMMERCIAL AND MARKETING EXECUTIVE - MATATŪ |
| **INCUMBENT:** | **VACANT** |
| **REPORTS TO:** | COMMERCIAL AND MARKETING MANAGER - MATATŪ |
| **POSITION OBJECTIVES:** | **SUPPORT THE DELIVERY OF COMMERCIAL PARTNERSHIPS, MARKETING CAMPAIGNS, AND FAN ENGAGEMENT ACTIVITY, INCLUDING THE COORDINATION OF PARTNERSHIP DELIVERABLES, DIGITAL FAN CHANNELS, AND MARKETING COMMUNICATIONS. THE ROLE WORKS CLOSELY WITH INTERNAL TEAMS TO PLAN AND DELIVER MATATŪ EVENTS, MATCHDAYS, AND ACTIVATIONS, WHILE SUPPORTING MEDIA ACTIVITY AND STAKEHOLDER ENGAGEMENT** |
| **LAST REVIEWED:** | OCTOBER 2026 |
| BY: | COMMERCIAL AND MARKETING MANAGER - MATATŪ |

**NB:** 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. **Commercial Partnership Planning & Execution**
   - Support the Commercial & Marketing Manager – Matatū with planning, implementation and delivery of commercial partner leverage activity.
   - Provide administrative management of commercial partnership contracts and partnership deliverables to ensure that all partnership commitments are organised and delivered.

2. **Marketing Campaign Support and Execution**
   - Support the Commercial & Marketing Manager - Matatū, alongside our creative agency, with the delivery of Matatū marketing campaigns, including supporting overall asset development, delivery of campaign in conjunction with our media partners and post campaign reporting.

3. **Management of Digital Fan Channels**
   - Oversee the management of the Matatū fan database, including the design, creation and scheduling/sending of Matatū's eDM and other fan facing communication channels. 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
- Support the Matatū content lead with the comms management of our core social channels, including but not limited to replying to comments/messages and interacting with fans.

**4. Event Management**

- Support the Events Manager to deliver Matatū home games throughout the Super Rugby Aupiki season.
- Lead the delivery of key partner and team events (with the support of the Events Manager and C&M Manager) across the Super Rugby Aupiki season, including but not limited to
    - Pre-season game/community open day
    - Partners Season Launch
    - Partners Theme Launch
    - Annual Awards Evening
- 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
- Coordinate and support the running of matchday promotions, fan experiences, and community events.

**5. Membership Program Management**

- Support the execution, implementation and delivery of the membership programme across the 2027 season
- Support the Consumer Manager and Ticketing Lead with the technical set up of our memberships programme
- Lead and manage all member communications across core channels including EDM and Facebook

**6. Retail Program**

- Support the successful delivery of the Matatū retail merchandise programme across the 2027 season in collaboration with the Partnerships Operations Lead.
- Responsibilities include the set-up and operation of merchandise outlets at matches and events, management of gameday sales, stocktakes, inventory management, and ensuring merchandise is always presented well and available for sale.

**7. Health and Safety**

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

**8. Undertake any other duties as directed or required at any given time.**

EXPECTED RESULTS:

- Such duties are carried out in a timely, professional, accurate manner
- 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
Commercial and Marketing Manager - Matatū
Events Manager
Commercial Partnerships Manager
Ticketing and Memberships Lead
Partnerships Operations Lead
Digital Content Lead
CFO & Accounts Team
Matatū Team Manager
Super Rugby Aupiki Coaches
Matatū Players
Matatū High-Performance Team

**External:**
Matatū Sponsors
Super Rugby Clubs
NZ Rugby
CRFU Rugby
Agency Partners
Contractors
Licensees

## PERSON SPECIFICATION

**Qualifications and Experience**

- 6-12 months experience in Marketing and/or event management
- A tertiary qualification in a related field (Event Management, Marketing) is favourable
- Experience in managing contractors and staff around event delivery
- Experience in liaising with local councils and other bureaucratic organisations
- Experience working in teams with multiple stakeholders

**Skills and Abilities**

- Ability to work independently and take initiative in developing role
- Organised and detailed focussed with the ability to multi-task
- Ability to prioritise workload to ensure all commitments and objectives are me
- 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 internal and external stakeholders.
- 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