

**HURRICANES INVESTMENT LP (“HURRICANES”)
Position Profile
MARKETING & MEMBERSHIP MANAGER**

POSITION PURPOSE:

The Marketing Manager is a key member of the Hurricanes commercial team, leading the strategic development and implementation of marketing and membership campaigns that will allow the Hurricanes to grow commercial revenues.

RELATIONSHIPS:

| | |
|--------------------------------|---|
| Reports to: | Chief Executive Officer |
| Internal Relationships: | Commercial Manager Communications & Content Manager Rugby management / coaches Players |
| External Relationships: | Advertising Agencies Website Agency Match Enhancement Provider Social Media Providers Research Provider Stadium Provincial Unions and Super Rugby Franchises Public Charities WRFU NZRU Wellington City Council Sponsors and key stakeholders |

POSITION ACCOUNTABILITIES:

| | |
|------------------------|------------------------|
| Direct reports: | 1 |
| Budget: | Will vary year on year |

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KEY ACCOUNTABILITIES

PERFORMANCE INDICATORS

Purpose, Vision and Values

Participating in the development of the Hurricanes strategic business plans that provides for:

1. Winning performances and a successful team
2. Promoting and marketing games
3. Growing market share
4. Maintaining and building ongoing commitment of players, administrators and contractors
5. Identifying and development of market trends and developments

Participate in planning sessions as required

Contribution to planning rated as valuable

Lead the development of Marketing, Ticketing and Membership activity and operational planning

Determine the annual budgetary requirements for Marketing (including ticketing and membership programme)

Presentation of Board papers and other reports for CEO on marketing (including ticketing and membership) strategy as required

Annual plan created and signed off by the CEO

Annual budget approved by the CEO

Papers presented and approved

Marketing

Oversee and implement all marketing activity associated with the development and promotion of the Hurricanes brand. This includes:

1. Communication of the brand
2. Conducting research into brand recognition and support
3. Preparation and submission of end of season reports
4. Ensuring NZRU marketing and commercial guidelines are complied with
5. Leading event management activities including the formulation of match enhancement programmes for each season in conjunction with the Match Enhancement Provider
6. Develop and implement mascot strategy
7. Oversee production and sign off on all marketing material
8. Deliver membership / ticketing strategy and campaign to achieve annual goals

Brand research indicates strong market support and high recognition

Recognition of brand values by target audiences

Meet ticket sales targets

Positive feedback from match enhancement research

Stakeholder Communication

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| KEY ACCOUNTABILITIES | PERFORMANCE INDICATORS |
|--|---|
| <p>Responsible for the effective communication of relevant information to all stakeholders including, but not limited to, staff, players, sponsors, clubs and Members</p> <p>Ensure that all external marketing communications materials are consistent with the Hurricanes brand values, communication strategy, vision, strategic priorities and values</p> <p>Provide marketing support (as required) to Communications & Content Manager for all Hurricanes publications, including match programmes, and ensuring that they are consistent with brand values, communication strategy, vision, strategic priorities and values</p> | <p>Stakeholders receive effective communication of all relevant information.</p> <p>All Hurricanes publications, including match programmes, annual reports and handbooks, are produced to a high standard on time and within budget.</p> |
| <p>Website</p> <p>Support the Communications & Content Manager to ensure the Hurricanes website is consistent with Hurricanes brand values, communication strategy, vision, strategic priorities and values</p> | <p>Website content updated on a regular basis and all websites to be of a high standard.</p> |
| <p>Social Media</p> <p>Effective utilisation of all marketing channels including digital and social media by the organisation.</p> <p>Works closely with the communications and content manager and where relevant drives social media campaigns consistent with Hurricanes brand, strategy, values and operational targets.</p> | <p>Social media content is updated regularly and consistent with the current campaign e.g brand, sales, bio etc</p> |
| <p>Supporter Correspondence</p> <p>Responsible for overseeing the Hurricanes response to supporter correspondence, regarding any aspect of the business, eg: ticketing, customer service, pricing.</p> <p>Supports the production of match day material such as program and big screen content.</p> | <p>Supporter correspondence dealt with in a timely manner.</p> <p>Match day experience enhanced by big screen and match program content.</p> |
| <p>Leadership</p> <p>Role model behaviour to staff which demonstrates commitment and passion for the game, strategic thinking, excellent communication, listening and leadership ability.</p> | <p>Feedback confirms that behaviours are actively modelled.</p> |
| <p>Teamwork</p> | |

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KEY ACCOUNTABILITIES

Willingly shares information with others and guides them on all marketing and communications matters.

Works with the Hurricanes Commercial team to ensure maximum benefit is received from all initiatives.

PERFORMANCE INDICATORS

Encourages and supports the contribution and work of others as appropriate.

COMPETENCIES OF THE POSITION HOLDER:

Work Organisation/Planning

- Is logical, structured and systematic in planning and completing their workload
- Is skilled in time and operational management of day to day tasks
- Has mastered and can demonstrate use of effective systems for monitoring and tracking work
- Project management skills

Communication Skills

- Excellent written and verbal communication skills
- Editing skills
- Can easily establish rapport with people from a wide variety of backgrounds
- Proven ability to build and maintain effective long term relationships with key stakeholders
- Proven and effective good customer service skills

Teamwork

- Has effective working relationships with colleagues
- Demonstrated ability to work effectively as a member of a team
- Readily and willingly shares information and supports the work of others
- Works hard to resolve conflict and maintain harmony
- Generally works collaboratively and co-operatively with others

Management

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- Proven strategic and business planning knowledge and skills
- Demonstrated ability to manage the workload of others eg to assign responsibility and monitor workload and capacity
- Proven skills in the effective management of performance eg setting and monitoring direct reports and providing constructive feedback on progress
- Demonstrated commitment to the development of direct reports through the establishment and delivery of training plans
- Proven budget preparation and management ability/skill
- Contract management experience

Signed: _____

Date: _____