

## Marketing & Communications Manager

We are looking for an experienced Marketing & Communications Manager to assist in developing and driving the evolution of Counties Manukau Rugby.

**Counties Manukau Rugby Football Union** is the guardian of our national provincial teams (The Steelers and the Heat) as well as community rugby in the Franklin region. Counties has a storied history involving several iconic legends of the game such as Jonah Lomu, Joeli Vidiri, Tana Umaga, Sonny Bill Williams, Bruce Robertson, Andy Dalton and Kieran Reid.



Reporting to the CEO, the main responsibilities of the role include the development and implementation of Communications, Digital Marketing, Media and PR strategies as well as event management, brand development and fan engagement. In addition, the role helps deliver the commercial plan and strategy of the union.

Required skills and experience:

- 7+ years' experience in marketing, communications, media, event, brand management and strategy
- Sporting or sponsorship experience ideal
- Expertise in social media
- Experience working with web platforms
- Degree in Marketing or Communications
- Strong communication skills (written and verbal)
- Experience in working with stakeholders (sponsors, clubs and public)
- Experience implementing and managing budgets

Responsibilities:

- Brand positioning, marketing strategy design and delivery
- Develop and implement a "Marketing, Communications, Sponsorship, Event and Community" plan in line with the CMRFU strategic plan
- Planning and execution of all events, communications and media actions on all channels, including online and social media
- Defining marketing policies and brand guidelines for the union by working closely with the CEO and operations teams
- Develop and implement, in conjunction with the CEO and business development manager, the union's sponsorship strategy

On offer is the opportunity to undertake a very broad and significant role in a collaborative and supportive working environment for a rugby union that is committed to continual improvement in order to strengthen rugby in the Counties region.

Apply online today or contact Bart Hoggard on 09 237 0083 or by email [bart.hoggard@steelers.co.nz](mailto:bart.hoggard@steelers.co.nz) for a confidential discussion.