

Position Description

Canterbury Rugby League

Sponsorship and Marketing Manager

April 2017

This document is subject to review from time to time

Section A

Position:	Fundraising and Marketing Manager
Incumbent:	New Position
Reports to:	CEO
Location:	Christchurch

Section B

Position Objective: To lead to CRL's sponsorship management and marketing functions, which assists in the delivery of the organisation's strategic and tactical plans in conjunction with the CEO

Functional Relationships:

Internally

- CEO
- Directors
- Communications Supervisor
- New Zealand Rugby League staff
- Canterbury Rugby League Clubs and officials
- Administration staff
- Volunteers

Externally

- Sport Canterbury
- Suppliers
- Media
- Sponsorship Community
- Community
- Councils

Section C – Key Tasks and Specific Accountabilities

1. Sponsorship Management and Development

The Sponsorship and Marketing Manager manages and leverages existing sponsor relationships and actively seeks to secure new sponsors.

Expected Results

- (a) Develop the annual capital and operational sponsorship strategy, consistent with the annual budget and in conjunction with the CEO
- (b) Research and define key sponsorship sources including individual donors, the community, businesses and organisations, Trusts and Foundations, and other charities or sources
- (c) Review existing sponsorship strategies and concepts and make recommendations for improvement or change
- (d) Research and identify new sponsorship concepts that can be leveraged
- (e) Work cooperatively with internal and external contacts (including Clubs), as well as other charity sponsorship professionals to generate new funding sources and minimise associated costs
- (f) Manage existing sponsor relationships to ensure their continued and growing support of CRL
- (g) Develop strategies to identify and secure new sponsors through consultation with the CEO
- (i) Coordinate and manage all fundraising volunteers
- (h) Liaise with Club fundraising Managers and NZRL to ensure there is a coordinated approach to sponsorship activities within the region

2. Marketing and Brand Management

The Sponsorship and Marketing Manager must uphold and leverage CRL's brand and reputation in order to meet organisational strategy.

Expected Results

- (a) Develop and implement a marketing plan that seeks to communicate and leverage the CRL brand and related opportunities while meeting organisational objectives
- (b) Ensure the CRL brand and logos are proactively protected and universally maintained
- (c) Responsible for the preparation and implementation of relevant marketing activities with a focus on events and sponsorship
- (d) Manage and coordinate all merchandise activities and products and review the profitability of existing merchandise

- (e) Continuously manage and update the website and social media to ensure relevant and accurate information
- (f) Attend relevant marketing, fundraising and stakeholder events as required

3. Event Management

The Sponsorship and Marketing Manager is responsible for the development and delivery of all sponsor and sport development events.

Expected Results

- (a) Liaise with CRL Clubs, organisations, community groups and sports organisations who run events that leverage CRL, and assist with required support
- (b) Review the effectiveness and profitability of current sponsorship events
- (c) Initiate new sponsorship event opportunities and determine the commercial viability of these to ensure desired targets are met
- (d) Manage and coordinate the execution of events in a manner that ensures they run smoothly and within budget while enhancing the CRL brand
- (e) Conduct post event evaluations in order to determine the success of the event and how future events could be improved

4. Communications

The Sponsorship and Marketing Manager oversees all communications with the assistance of the Communications Supervisor, and in conjunction with the CEO in order to maximise CRL's brand exposure and reputation management.

Expected Results

- (a) Contribute to the development of a communications and public relations plan, consistent with the Business Plan and direction of CRL in conjunction with the Communications Supervisor and CEO
- (b) Oversee all communications in relation to sponsors and sponsor events in order to leverage future brand opportunities
- (c) Work cooperatively with relevant contacts to generate new opportunities to enhance and improve CRL communications and brand
- (d) Ensure relevant media releases are publicised to support CRL events, sponsorship and branding opportunities
- (e) Create and distribute relevant sponsorship and events information to key stakeholders e.g. sponsors, other CRL stakeholders, Clubs, various media outlets, internal CRL communication channels

- (f) Develop and maintain influential media networks to ensure regular media publicity opportunities and media coverage for sponsorship activities
- (g) Oversee and manage all CRL communication across social media, and actively check social media outlets for communication pertaining to CRL

5. Reporting and Administration

The Sponsorship and Marketing Manager compiles and generates reports and figures as requested.

Expected Results

- (a) Generate, review and present monthly activity reports to the CEO that monitor activities within sponsorship and identify issues of relevance
- (b) Coordinate and produce sponsorship and events report in line with Board report requirements
- (c) Manage the maintenance and development of the database and information management system that contains all sponsor/contributor and marketing contacts
- (d) Ensure all fundraising revenue and expenditure is correctly coded for accounting purposes

6. Commercial Innovation

The Sponsorship and Marketing Manager assists the CEO and Board with commercial innovation initiatives.

Expected Results

- (a) Assist in the development and implementation of CRL's commercial strategy through consultation with the CEO and Board
- (b) Actively research and bring new business ideas to the CEO and Board to consider
- (c) Devise initiatives to enhance CRL's business strategy, in particular innovative ways of creating financial sustainability and growth of CRL

7. Personal Development

The Sponsorship and Marketing Manager drives his or her own personal development

Expected Results

- (a) Be responsible for your own professional development

- (b) Attend relevant and value adding professional courses and programmes in consultation with the CEO

8. Other Duties

The Sponsorship and Marketing Manager carries out other tasks and duties as may reasonably relate to the role, as requested.

Expected Results

- (a) Carrying out other tasks and duties as and when required
- (b) Ensure duties are carried out in a timely and accurate manner and in accordance with CRL policies and procedures

Section D – Person Specification

Qualifications

- A relevant degree is desirable

Experience

- Fundraising experience, either in a Corporate or Charitable Organisation
- Marketing and brand management experience
- Event management experience
- Communications and Public Relations experience preferred but not essential

Skills, Knowledge and Personal Attributes

- Proven marketing and communication skills
- Strong networking and relationship building skills
- Excellent verbal and written communication skills
- Strong negotiation and influencing skills
- Excellent planning and organisational skills
- Ability to delegate tasks in an effective manner
- Ability to stay calm when under pressure
- Tenacious and persevering
- Possess a high level of empathy
- Ability to work autonomously and as part of a team
- Self motivated