



UNIVERSITY & TERTIARY SPORT
NEW ZEALAND

UTSNZ Marketing and Events Manager

Overview of University and Tertiary Sport New Zealand

Job Description & Details of Application Process

A. Organisational Overview

University and Tertiary Sport New Zealand (UTSNZ) is an Incorporated Society established in 2016 to lead a return to quality competitive inter-tertiary sport in New Zealand and drive a renewed focus on the value, profile and delivery of tertiary sport. Our goal is to increase the number of New Zealand university and tertiary students representing their tertiary institution in competitive sport at national and international level (whether as an athlete, coach, manager, official or sports administrator).

In the next three years, UTSNZ will be focusing on reviving national tertiary competitions, lifting the standard of these competitions (delivery and performance standards) and facilitating pathways to international opportunities.

The range and quality of its events programme is what will define the organisation to student athletes. The ability of UTSNZ to establish a strong brand and market itself, as well as the calibre of event management is critical to the end product – student engagement and quality sporting competition.

Ideally, we will also be bringing student athletes and administrators through from secondary schools and encouraging them to continue to play, volunteer or work within the sports sector. Effective marketing and promotion strategies to increase recruitment and retention of school leavers in sport as they transition into tertiary institutions will be critical.

Within UTSNZ, the organisation is led by the Executive Director whose job is to provide leadership and day-to-day management for the organisation. The goal of the Executive Director is to drive the organisation forward by ensuring the success of UTSNZ events and activities and by fostering effective communication both within and outside the organisation.

The Marketing and Events Manager will report directly to the UTSNZ Executive Director.

The UTSNZ Office is based in Christchurch and is supported by a Board comprised of the following Directors; Nicola Clayden (Board Chair), Rainsforth Dix (Treasurer), Bruce Meyer (AUT) Garry Carnachan (NZSSSC), Sarah Cowley Ross, Trent Summers (Student Representative) and Amelia Morgan (Student Representative).

Enclosed in this pack is an overview of the position, its responsibilities and the desired attributes to be successful in this role.

B. The Role of the Marketing and Events Manager

Profile and Promotion is a key focus area within the *UTSNZ Strategic Plan 2018 – 2020*, with the aim of re-establishing the value of tertiary sport, particularly in the tertiary sector and with students.

To achieve this, UTSNZ needs to promote smartly and reach the right audiences to increase awareness and engagement. It needs to increase the profile of NZ tertiary institutions and their relevance within the sport and education system, as well as promote the unique value of sport participation to students – this in relation not only to sporting performance, but also academic achievement, student well-being and graduate employability.

In the role of Marketing and Events Manager, you will be responsible for developing and delivering a marketing and communications plan that keeps UTSNZ events and opportunities front of mind across a diverse range of stakeholders and supporters, and one which utilises a range of up to date communication vehicles which resonate with and effectively engage the student market.

The role is the face and the creative soul of University and Tertiary Sport New Zealand. The development and implementation of an organisational marketing and communications plan will require someone who is original in their thinking, innovative and up to date with communications technology.

Being outgoing, organised and having the ability to work with a diverse range of people is crucial in this role. You will work across all areas of the business ensuring there is open communications between UTSNZ, its partners and our many different stakeholders. Previous experience in sport, marketing and communications or graphic design will be highly regarded, but ultimately this role best suits someone who has energy, drive and ambition. Someone who wants to learn, to be constantly challenged and who wishes to make a positive impression on our Members and advocate for the university and tertiary sport experience.

The attached job description provides more precise insight into the key areas of responsibility as well as the relationship with the major UTSNZ stakeholders.

C. APPLICATIONS

Applications should include a **relevant and tailored CV** and **must** be accompanied by a covering letter (not more than 500 words please). Please ensure the names and contact details of two current referees are included.

Applications must have arrived with UTSNZ by **Fri 19 January 2018**. Candidates selected for interview will be notified no later than **Fri 26th January 2018**. Interviews for short-listed candidates will be held **between Mon 29th Jan and Fri 9th Feb 2018**.

If you wish to have an informal discussion regarding the position, please contact Sarah Anderson on 027 359 8807 or by email – sarah.anderson@utsnz.co.nz

Applications should be forwarded ideally by email to sarah.anderson@utsnz.co.nz or by post to: University and Tertiary Sport New Zealand, C/- Apollo Projects Centre, 295b Ilam Road, Burnside, Christchurch 8053.