



UNIVERSITY & TERTIARY SPORT  
NEW ZEALAND

## Marketing and Events Manager - Job Description

### 1. Primary Purpose:

The primary role of the Marketing & Events Manager is to:

- lead UTSNZ's strategic marketing and communication direction, including all digital and social media campaigns.
- lead communications between UTSNZ, event organisers, member campuses and students.
- provide vision, drive creativity and innovative ideas to achieve the following:

*An increase in the number of New Zealand university and tertiary students representing their tertiary institutions in competitive inter-tertiary events at a national and international level.*

### 2. Works With:

- UTSNZ Executive Director
- UTSNZ Members and Tertiary Institutions
- Tertiary Sport Managers and Staff
- National Sporting Organisations
- Tertiary Students / Student Presidents
- Secondary school stakeholders
- Media outlets including student and mainstream
- Designers / Print and material providers
- Other stakeholders as relevant

### 3. Responsibilities:

The responsibilities and day to day tasks of the Marketing and Events Manger align to two key areas within the UTSNZ strategic plan; (1) Profile and Promotion and (2) Quality Events.

#### PROFILE AND PROMOTION

Within the area of profile and promotion you will work across three (3) key areas:

##### 1. Media and Communications

You will be responsible for leading organisational media and communications including;

- Coordination of digital content (e.g. website, press releases, social media, event support material).
- Establishing web presence to boost brand awareness.

- Building and executing a social media strategy through research, benchmarking, messaging, and audience identification.
- Stakeholder communications - co-ordination of online newsletters, latest news and results.
- Provision of PR support and advice.
- Preparation of presentations and advocacy material.

## **2. Marketing and Sponsorship**

Using your creativity, you will be responsible for:

- Sourcing, preparation and delivery of marketing and event support material for all UTSNZ events and initiatives, finding the balance between student appeal and business professionalism.
- Writing and implementing a 2-3-year marketing and communications strategy for UTSNZ.
- Devising campaigns, initiatives and advocacy material that will support UTSNZ activities and directly promote UTSNZ to student-athletes and key stakeholders.
- Driving innovation in UTSNZ's marketing and communication strategies that target and effectively engage the tertiary student market.
- Assisting in the management of relationships with key stakeholders - members, FISU, sponsors, National Sports Organisations, tertiary student bodies and government to enhance UTSNZ's relationships and image cross sport and the public generally.
- Exploring potential sponsorship opportunities to support inter tertiary sport financially or through the provision of other resources.

## **3. Branding and design**

Using your own skill set or working with UTSNZ design contractors you will be responsible for:

- Further developing and protecting the UTSNZ brand.
- Preparation of UTSNZ artwork and in designing and distributing UTSNZ templates and documents for organisational use e.g. event collateral, posters, advertising material, newsletters, templates and questionnaires.
- Growing brand awareness and credibility through awareness campaigns and effective marketing of competitions and programmes.

## **QUALITY EVENTS**

Quality events are the backbone of competitive sport. As the Marketing and Events Manager, you will be responsible for:

- Supporting the planning and delivery of the UTSNZ events calendar in partnership with national sporting organisations.
- Working with the Executive Director to ensure campuses are organised and aware of the participation potential in UTSNZ events.
- Promotion of events and initiatives to UTSNZ membership and media, including maintaining up-to-date relevant pages on the UTSNZ website and social media pages.
- Supporting and facilitating international participation, including entry and accreditation requirements.
- Liaising with tertiary sport managers and NSO delivery partners to ensure they are fully briefed, informed and meet national and international UTSNZ event delivery requirements (as per UTSNZ policies and UTSNZ Event Hosting Guidelines).
- Providing off field logistical support to UTSNZ delivery partners and participating teams, as well as oversight of event set up and delivery.
- Assist in the review of the national tertiary events programme on and make recommendations for improvements based on stakeholder feedback and critical analysis.

## **OTHER**

In addition to the key functions above, the Marketing and Events Manager will from time to time be required to provide general support the Executive Director role.

### ***Executive Director Support***

- Work closely with the Executive Director in all aspects of UTSNZ event planning and delivery.
- Deputise for the Executive Director during periods of leave or illness or as requested by the Executive Director.
- Assist the Executive Director in management of budgets and financials.
- Undertake additional day to day duties as requested by the Executive Director.

## **4. Experience / Skills**

### **The ideal candidate will:**

#### **Essential:**

- Have a relevant tertiary qualification in Marketing, Communications and/or Design, along with proven working experience in digital marketing.
- Highly creative with experience in identifying target audiences and devising digital campaigns that engage, inform and motivate.
- A sound knowledge of the technology that underpins modern communication activities.
- A track record of delivering successful marketing campaigns, especially across digital media.
- Have a passion for all aspects of marketing and an interest in sport.
- Excellent computer skills.
- Be a confident communicator.
- Be self-motivated and have an excellent work-ethic with the ability to hit the ground running.

#### **Desired:**

- Have experience of working in an event management capacity.
- A knowledge and understanding of the university and tertiary sport sector.
- A knowledge and understanding of the New Zealand sports sector.

## **5. Employment**

- Salary Range – \$55 - \$70k and/or commensurate with experience.
- Full-Time position, 37.5 hours / 5 days per week.
- As per recent Government announcements, UTSNZ will contribute to the KiwiSaver schemes of staff that have not chosen to opt out.
- Based at the UTSNZ national office in Christchurch.