

Global Marketing Manager

The core purpose of the Global Marketing Manager is to lead and manage the assigned marketing portfolio, which includes leading the overall marketing strategy for several of our Teams in Black brands. This role will work in conjunction with the GM Brand & Marketing to set the brand direction of the portfolio, creating long term brand and marketing plans with both a NZ and global focus, executing these plans across markets, while monitoring, measuring, and analysing the effectiveness of marketing initiatives as they relate to the company's strategic OKRs, and to influence all related stakeholders to ensure brand positioning is consistent with strategic brand values, directions and plans.

					
Location	Team	Leader	Employment Type	Direct Reports	Span of Control
Wellington or Auckland	Brand & Marketing	GM Brand & Marketing	Permanent / Full Time	1-2	1-2
Key Stakeholder Groups Internal: NZR staff, Players and Team Management External: Technology Providers, NZRPA / Player Agents, Agencies / Suppliers, Broadcasters, Super Rugby Clubs, SANZAAR, Provincial Unions, Commercial Partners and Charities					

What You Do

Marketing Strategy

- Lead the development of the long-term brand strategy, which involves portfolio management, brand positioning and identity, brand management in New Zealand.
- Lead the development of the long-term brand strategy, which involves portfolio management, brand positioning and identity, brand management across priority global markets.
- Drive the direction forward of the brand, working closely with cross functional areas ensuring our brands are delivering best in class brand strategies.
- Influence our business to adopt best in class brand and marketing practices.

Marketing Campaign Management

- Using fan insights lead the development of compelling marketing campaigns to support key brand OKRs and commercial ventures across NZ and key global markets.
- Brief and deliver world class insight led creative and media strategies (paid, owned and earned) through working alongside both agencies and internal cross functional teams with a clear focus on OKRs and deliverables.
- Support delivery of all marketing touchpoints – own influencer marketing campaigns working alongside our digital and content team, work with communications on PR and media activity, support partner activity including merchandise launches etc.

- Act as the marketing lead to work in conjunction with the partnerships lead to craft and approve all relevant partner activity. This involves working alongside the partnerships team to develop content opportunities, approve partner campaigns and work closely with the digital team to activate.
- Manage cross functional project teams (brand, digital, content, communications, RPA), including project kick off sessions, managing overall timelines and presenting to key stakeholders.
- Drive the development and use of data to accelerate the growth of audiences and engagement
- Ensure that customer research and other key audience insights are undertaken to ensure the continual refinement of the respective brands and are communicated to relevant stakeholders.
- Measure and report performance of marketing campaigns against business objectives.
- Influence related stakeholders to ensure marketing activity is aligned to NZR brand guidelines and helps to promote NZR objectives.

Retail Ticketing Campaign Management

- Lead the development of our test match ticketing campaigns, including creative asset development, media campaigns (paid, earned, owned).
- Work alongside the Ticketing Manager to determine price points, ticketing offers, bundling of activity and support ticketing build.

Stakeholder Management

- Manage relationships with the stakeholders related to your portfolio in a manner that ensures you are the first point of contact for them at NZR.
- Establish and maintain effective working relationships with internal teams (including Brand & Marketing, Communications, Partnerships, Content, Finance and Legal), external agencies and other business networks, professional players, coaches, agents and RPA as required.
- Provide guidance, marketing support and advice to the Communications Team as required, but also specifically for initiatives in support of any corporate social responsibility programmes as they relate to key competitions and national teams.
- Take ownership for any business issues that may arise and work them through to a satisfactory conclusion ensuring any contractual requirements are met.

Team Contribution

- Contribute as a senior member of the Commercial team assisting in the understanding and delivery of commercial strategies across the wider business and broad rugby environment.
- Contribute to operational plans and reporting, with responsibility for specified budgets.
- Assist the wider New Zealand Rugby family with the adherence to commercial benefits of brands under the control of the NZR and for any brand and advertising requirements.

General

- Undertakes other duties as determined by the Manager to meet team and organisation objectives.

People Leadership

- Represent New Zealand Rugby in an exemplar fashion displaying outstanding leadership, judgement, decision making and behaviours in managing and promoting New Zealand Rugby.
- Support the development and promotion of New Zealand Rugby's strategy, business direction, annual plans and budgets.

- Oversee your areas of responsibility ensuring expert advice and support in line with New Zealand Rugby requirements as appropriate.
 - Fostering a caring and connected environment for your team and those around you through:
 - Taking a lead in supporting the growth and development of your people.
 - Taking time to celebrate our successes and create a fun, welcoming and safe environment for your team and those you work with.Being available to your people through ongoing conversations and support.
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What You Bring

Key experience and skills include:

- 8 years+ proven experience in a position of influence that has involved managing brands or portfolio of brands, delivering brand and marketing strategy and campaigns, with a global reach and focus.
 - A track record of delivering successful marketing and brand campaigns, especially across digital media and database marketing.
 - Specific proven experience in managing influencer and content campaigns on brands in New Zealand and globally.
 - Proven experience in managing cross functional teams to deliver activity on time to a quality standard.
 - Proven experience working in a fast paced, dynamic, direct to consumer environment.
 - Open-minded, flexible and have a positive attitude toward new challenges, with a willingness to learn, embrace new technologies and business change.
 - Strong problem-solving skills, along with an ability to manage a varied workload, to tight deadlines.
 - Incredibly strong interpersonal skills coupled with outstanding stakeholder management capabilities – being able to influence in this role is critical.
 - Budget and agency management.
 - Use of research and insights to develop brand strategy.
 - A tertiary degree in marketing and/or management discipline.
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