







Marketing Coordinator (Fixed Term)

The Marketing Coordinator role focuses on supporting NZR's marketing function to deliver a variety of brand and fan engagement campaigns in the domestic market. This role is vital in executing initiatives across the annual calendar, working closely with agencies to produce media and digital assets, coordinating external requests for marketing materials, and distributing assets to maximise reach. Additionally, the role supports fan engagement events, including logistical support for domestic matches, ensuring seamless, high-quality fan experiences. This role also involves coordinating the reporting of marketing activities, helping us track our impact and improve our efforts.

 Location	 Team	 Leader	 Employment Type	 Direct Reports	 Span of Control
Wellington or Auckland	Brand & Marketing	Global Marketing Manager	Fixed Term / Full Time	Nil	Nil
Key Stakeholder Groups Internal: NZR staff (in particular, the Commercial, Events and Ticketing teams), Players and Team Management External: Super Rugby Clubs, Commercial Partners and Charities, NZRPA, Agencies / Suppliers, Broadcasters					

What You Do

Marketing Assistance

- Support the delivery of marketing campaigns across our teams and competitions
- Work closely with the Communications Team to identify PR opportunities for our teams and competitions
- Maintain an accurate calendar of all campaigns and share across the business.
- Support the Global Marketing Managers to ensure the appropriate content reaches target markets consistently.
- Working with agency contacts to ensure deadlines are met and assets delivered to the correct parties.
- Copy writing for direct-to-consumer communications (such as eDMs).
- Coordination of fan incentives and prize distribution.
- Coordination of the reporting of performance of marketing campaigns against business objectives.
- Support delivery of creator and collaborator content and outreach in collaboration with the wider digital marketing and fan engagement teams
- Other ad hoc marketing support as required from time to time.

Fan Event Assistance

- Support the wider team in fan engagement activity such as managing merchandise, attending promotional events and responding to fan enquiries.

- Support the delivery of fan events through supplier management and coordination.
- Responsible for completing appropriate event briefs and other required documentation.
- On the ground support at events including player briefings and coordination of appearances.

Budget Support

- Assist with processing invoices and coding of costs.
- Tracking team travel and other team costs.

Team Contribution

- Contribute as a member of the NZR Brand & Marketing team assisting in the delivery of commercial strategies across the wider business and broad rugby environment.
- Contribute to team planning days and team building activities.

General

- Undertake other duties as determined by the Manager to meet team and organisation objectives.
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What You Bring

Key experience and skills include:

- Proven experience and success working within a marketing environment of 2+ years.
 - Proven experience in supporting retail marketing campaigns at a national level.
 - Experience working with multiple stakeholders.
 - An ability to build relationships, and collaborate broadly across organisations to achieve shared objectives
 - Experience in working with external creative and media agencies.
 - Understanding of producing reports and budget management would be desirable.
 - A tertiary degree in marketing and/or management discipline.
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