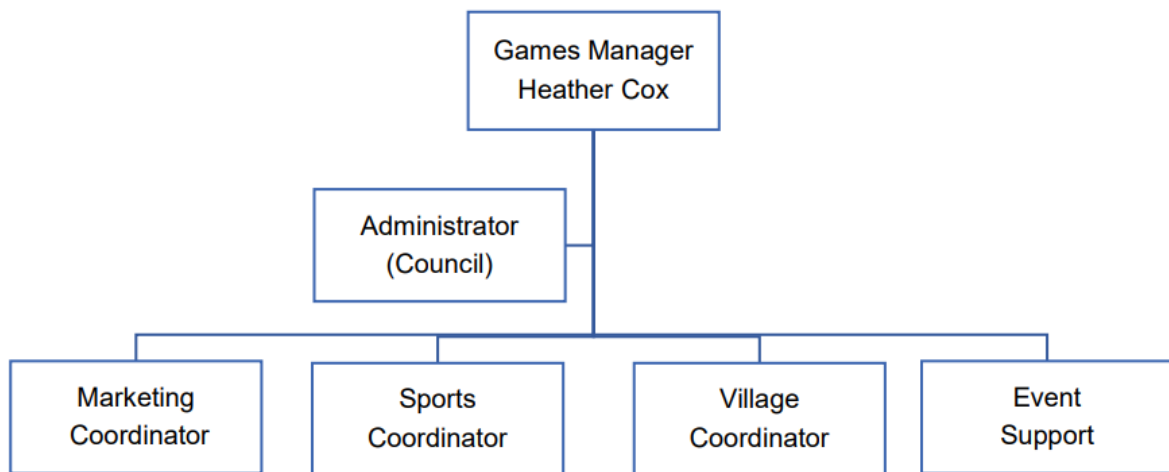




Marketing Coordinator Position Description

Created / Modified:	February 2024
Reports to:	Games Manager
Position Purpose:	Coordinate and implement marketing and promotional activities that drive awareness, registrations, engagement, and loyalty for the 2025 New Zealand Masters Games and support achieving the event goals.
Employment Type:	Part-time, fixed term
Period:	June 2024 – February 2025 (1327.5 hours)

Event Team structure:



Functional Relationships:

Internal: Event team, Sport Whanganui team, Whanganui (NZ) Masters Games Trust, Volunteers, Sport Partners

External: Funders, sponsors, partners, media and marketing industry, participants, stakeholders

Key Responsibilities

The Marketing Coordinator position is responsible for:

1. Event marketing strategy
2. Event marketing activities
3. Event experience
4. Event business management
5. Risk management
6. Health & Safety
7. Other

Key Task Summary

KRA 1: Event Marketing Strategy	Success looks like this:
<p>Develop and lead an effective marketing strategy that provides direction and guidelines for Games marketing, promotions, and communications.</p> <ul style="list-style-type: none"> - Incorporates 2025 NZMG brand elements and key messages. - Identifies 2025 NZMG target audiences and how to speak to and reach them. - Places marketing budget effectively - Amplifies marketing reach through partnerships and collaboration 	<ul style="list-style-type: none"> - Marketing efforts support achieving the event goals. - Everyone involved in delivering the 2025 NZMG understands the marketing approach. - 2025 NZMG is positioned as a 'must-do' event in a sports enthusiasts' calendar.
KRA 2: Event Marketing Activity Plan	Success looks like this:
<p>Develop and implement an effective marketing activity plan to promote all aspects of the Games to participants and stakeholders leading up to and throughout the event.</p> <ul style="list-style-type: none"> - Includes various, considered marketing and promotional activities and a mix of advertising, communication, and engagement strategies. - Highlights sports events, codes, entertainment programmes and Whanganui as a destination 	<ul style="list-style-type: none"> - Marketing, communications, and promotions are on brand, align with key messages and include a CTA. - Accurate, timely and concise information is available online. - Participants and stakeholders are engaging with the event leading up to and throughout the event. - Registration numbers are tracking well. - 2025 NZMG and sponsors receive excellent and appropriate brand exposure
KRA 3: Event Experience	Success looks like this:
<p>Contribute to the Event Experience Plan to ensure that participants find being part of the 2025 NZMG easy, enjoyable, and memorable. Marketing & promotional initiatives include:</p> <ul style="list-style-type: none"> - Registration system (online and at the Games Village) - Event app - Participant guide - Wayfinding, signage and displays at the Games Village. - The games launch event, opening and closing ceremonies, and medal ceremonies. - Working with Event Team colleagues to deliver the 2025 NZMG successfully. 	<ul style="list-style-type: none"> - Registration and accreditation system (online and at the Games Village) is simple, easy to access and issue-free. - Registered participants are kept up-to-date and engaged with timely, helpful, interesting, and concise information. - The app and participant guide are effective tools. - Spaces and activities at the Games Village are clearly defined. - The games launch event, opening and closing ceremonies, and medal ceremonies are well delivered. - Participants Games journey is seamless physically and digitally.
KRA 4: Event Business	Success looks like this:
<p>Manage all aspects of business administration relevant to the role and contribute to initiatives that support the Games ongoing development.</p>	<ul style="list-style-type: none"> - Accurate and complete record-keeping - Monitoring and reporting as required. - Contributing NZMG operations manual.
KRA 5: Risk Management	Success looks like this:
<p>Compliance with Risk Management.</p>	<ul style="list-style-type: none"> - Best practice risk management procedures apply to all projects and activities.

	<ul style="list-style-type: none"> - Compliance with NZMG risk management policies and procedures. - Risks associated with roles/policies being developed are accurately identified, evaluated, and reduced.
KRA 6: Health and Safety	Success looks like this:
Demonstrate commitment to Health & Safety best practices.	<ul style="list-style-type: none"> - Comply with all safe work procedures, policies, and instructions. - Report all incidents, hazards/risks, and injuries to supervisors promptly. - Actively participate in the ongoing development of safe workplace practices in Sport Whanganui and all 2025 NZMG venues. - Take personal responsibility for your safety without putting others at risk
KRA 7: Other	
From time to time, other tasks and projects may be requested and should be completed to meet quality standards and deadline requirements.	

Core Skills / Qualities

<ul style="list-style-type: none"> • Proven capabilities in marketing, branding, and communications activities, preferably in an event or public space, where connecting with multiple audiences is key to success. • Social media management and content writing essential. • Graphic design and photography skills are an advantage. • Experience working with media, talent and diverse communities and stakeholders. • Able to understand and cope with the complexities of working in an event environment, including but not limited to working in extreme weather conditions and for long hours. • Proven capability to negotiate, solve problems, handle conflict and cope with stress. • Superb team player, able to work collaboratively with others, pursue opportunities, resolve issues, and build relationships. • An ability to communicate clearly and effectively with a wide range of people in all situations, including verbally and written. • Honest, high standards of integrity and personal commitment to excellence • Professional manner and excellent time management skills
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Hours

Hours of work can be outside ordinary business hours, including weekends, as the event needs dictate. It is likely you will work on Waitangi Day public holiday – in this instance, time and a half of the standard rate of \$35 per hour will be paid. You will also be granted an alternative day's holiday, at the relevant daily pay, for the day chosen.

It is likely that you will be required, particularly from 25 January to 10 February 2025, to work approximately 10 hours per day. Additional hours (over and above the 1327.5 hours) are paid at the standard rate of \$35 per hour and must be preapproved by the Games Manager.

Proposed Scheduling of Hours

Month		Days/Wk	Wks	Hrs/day	Hrs/Wk	Total Hrs/Mth
June	(Start on 4)	4	4	6	24	96
July	(Inc Aug 1 & 2)	4	5	6	24	120
Aug	(From 5th)	5	4	7.5	37.5	150
Sept	(Till 27)	5	4	7.5	37.5	150
Oct	(Inc 30 Sep and 1 Nov)	5	5	7.5	37.5	187.5
Nov		5	4	7.5	37.5	150
Dec	(Till 27)	5	4	7.5	37.5	150
Jan - first week	(Inc 30&31 Dec & 1Feb)	5	1	7.5	37.5	37.5
Jan - three middle weeks		5	3	7.5	37.5	112.5
Jan - last week		6	1	9	54	54
Feb - games		9	1	10	90	90
Feb - post games		2	3	5	10	30
						1327.5
						\$35.00
						\$46,462.50

Remuneration & Benefits:

Hourly rate \$35. \$46,462.50 for 1327.5 hours.

Uniform. Phone allowance \$15 p/fortnight

Food while working at the live event – Friday 31 January to Sunday 9 February 2025.

Variation

From time to time, it may be necessary to consider changes in the position description in response to the changing nature of our work environment – including technological requirements or statutory changes. This Position Description may be reviewed as part of the preparation for performance planning for the annual performance cycle or as required.

Acceptance of Position Description

I have read the position description and agree that it represents the duties I will perform for the position.

Employee: _____ Dated: _____

Manager: _____ Dated: _____