



Position Overview

COMMUNICATIONS MANAGER

Overview:

Rugby World Cup is the third largest sports event in the world. The inaugural tournament took place in 1987 and it is held every four years. In 2007 the tournament was held in France and enjoyed a cumulative worldwide audience of over three billion.

Rugby World Cup (“RWC”) 2011 will take place in New Zealand over a seven week window in September and October 2011 with the Final held at Eden Park on Labour Day weekend 22-23 October, 2011.

The New Zealand Rugby Union (“NZRU”) was selected as the Host Union for RWC 2011 by the International Rugby Board (“IRB”) Council in November 2005. Rugby New Zealand (“RNZ”) 2011 Limited was established in June 2006 and is the organisation responsible for planning and delivery of RWC 2011 in New Zealand on behalf of its shareholders, the NZRU and the New Zealand Government.

In order to manage Rugby World Cup Tournaments, the IRB has created a separate entity, Rugby World Cup Limited (“RWCL”). RWCL is responsible for the following tournaments: Rugby World Cup, Women’s Rugby World Cup, Rugby World Cup Sevens for both men and women, and the qualification events for these tournaments. RWCL has a separate governance structure including decision making authority over all aspects of the Rugby World Cup except for the selection of the Host Union which is decided by the IRB Council.

The Tournament format for 2011 was reaffirmed on Friday 30 November, 2007 at a meeting of the IRB Council, which had undertaken a review of the format, including the number of participating teams. RWCL has announced that 20 teams will participate in the finals of RWC 2011 and the number of automatic qualifiers has increased from eight to 12 based on their standings from RWC 2007. The 12 teams who automatically qualified for RWC 2011 are South Africa, England, Argentina, France, Australia, New Zealand, Scotland, Fiji, Wales, Ireland, Tonga and Italy.



As part of its “*Stadium of Four Million*” promise, RNZ 2011 is working with regions and communities throughout New Zealand to play host to the 20 teams. Thirteen venues have been chosen to host pool matches. The semi-finals, Bronze Final (play-off for third and fourth place) and the Final will be held in Auckland, with Wellington and Christchurch each hosting two quarter-final matches. The team bases are expected to be confirmed towards the end of 2009.

RNZ 2011 staff numbers presently stand at approximately 30, located at the RNZ 2011 business premises in Wellington. While the final staffing structure has not yet been confirmed, RNZ 2011 anticipates a phased recruitment build-up with a final phase over the 12 months leading into the Tournament. As a guide only, RWC 2007 held in France, had around 160 full-time staff with more than 100 coming on-board during 2006/07. Presently, 3 core business divisions - *Tournament Services, Corporate Services and Marketing and Communications* - exist within the current RNZ 2011 staffing structure, each with a designated General Manager reporting to the CEO, Martin Snedden.

RNZ 2011 now requires a **Communications Manager**, a unique opportunity to be part of the team that will shape and deliver New Zealand’s largest ever sporting event.

The Role:

With just under two years to go, the Communications Manager will work closely with the General Manager – Marketing and Communications to plan and deliver the strategic coordination and implementation of appropriate communication strategies.

In the lead-up to RWC 2011, this role will focus on aligning communications and media activities to RNZ 2011’s strategic plan.

As the primary contact point for media organisations, the Communications Manager will manage media relations and public relations activities, including updating key stakeholders as required. This will be especially so during Tournament time when the role will work closely with senior members of RNZ 2011 to ensure the provision of effective communication to media organisations, key stakeholders and the wider audience.

The successful candidate will have significant senior level communications and public relations experience, with strong relationships within the New Zealand media environment.

Supporting RNZ 2011’s ticketing sale strategy will be a key requirement for the role. While a background in major events is of interest, demonstrable experience within consumer facing PR is essential.

In addition, the successful candidate will have an understanding of the use of social media in supporting an overall communications plan.

This is a chance to be involved with one of the largest sporting events that that New Zealand will ever see. If you have what it takes, we would like to hear from you.

Key Results Areas:

	Expected Performance Outcomes:
Communications	<ul style="list-style-type: none"> • Provide expert strategic communications advice to the SMT on a broad range of communication and media advocacy issues. • Proactively identify, develop and implement media opportunities to position and progress the objectives of RNZ 2011. • Strategically align communications and media activities with RNZ 2011's Strategic Plan. • Develop media releases, briefing papers, speeches, publications and other communication materials that are clear, concise and accurate. • Develop a communications strategy to support RNZ 2011's ticketing programme. • Be the primary contact point for media organisations at all times and provide prompt, efficient and relevant information. • Leverage social media and other electronic means to promote the association.
Issues Management	<ul style="list-style-type: none"> • Manage media monitoring, including issue-spotting and response mechanisms. • Identify specific issues of emerging public or stakeholder interest and develop appropriate communication activities. • Develop issues management strategies to enable project managers to respond quickly to media opportunities or to controversial issues. • Develop strategies to inform and brief key stakeholders as appropriate.
RNZ 2011 Strategic Direction and Planning	<ul style="list-style-type: none"> • Assist in the identification of key issues and relationships relevant in achieving strategic and operational goals. • Assist in the preparation of the tournament plan, business plan and annual budget process.
Staff Management	<ul style="list-style-type: none"> • Develop, manage and supervise the Communications staff as they are appointed. • Conduct regular staff reviews as per RNZ 2011's performance review system.

Business Excellence	<ul style="list-style-type: none"> • Assist in the proposal and tendering processes to appoint key suppliers and in selecting providers for specialist pieces of work required. • Ensure best practice processes are in place to support structures, strategies and operations to promote, manage and control the resources and activities of RNZ 2011. • Assist in the identification and implementation of all legal, statutory and contractual requirements for the organisation in order to achieve the objectives of the Tournament.
Working Relationships	<ul style="list-style-type: none"> • Develop and maintain positive relationships with stakeholders and oversee the development of systems to keep stakeholders informed of RNZ 2011's activities. These relationships include: <ul style="list-style-type: none"> – New Zealand and international media – Rugby World Cup Ltd (RWCL)/International Rugby Board (IRB) – Municipal Authorities and RWC 2011 Regional Coordination Groups – NZRU – Office of the Minister of the RWC 2011 – Government Agencies (in particular Ministry of Economic Development and Ministry for the Environment) – Host Provincial Unions – Stadia Operators – Participating Unions – Tourism agencies – Other Stakeholders – All other service providers/suppliers
Other	<ul style="list-style-type: none"> • Work in cooperation with any Government-appointed agency with responsibility for the delivery of a broad RWC 2011 Festival. • Other duties as may be required by the management team to meet the organisational and/or team objectives.

Reporting Relationships:

This job reports to: General Manager, Marketing and Communications.

This job's direct reports are: Online Editor

Media Manager (TBC)

Key Relationships will include:

- Internal**
- Senior Management Team
 - Media Operations Manager
 - Operational Managers across RNZ 2011
 - Legal Counsel
 - Finance Manager
 - ITC Manager
 - ITC Operations Manager
- External**
- As per Working Relationships

Attributes, Qualifications and Experiences considered desirable for the role:

The following is a list of desirable attributes, qualifications, skills and experiences:

Qualifications and Experience	<ul style="list-style-type: none">• Proven experience and success in a similar role with 4-5 years experience at a senior level• Exceptional written and oral communication skills• Strong relationships and knowledge of the New Zealand media environment• Understanding of communications within online and social media environments
Personal Attributes	<ul style="list-style-type: none">• Ability to work with diverse stakeholders and build successful win/win working relationships• Willingness to take ownership and be held accountable• Willingness to challenge and be challenged, able to listen• Ability to manage workload effectively• Strategic capability and an eye for detail• A bias towards action• Able to work independently with little supervision• Sound business judgment and decision making capability• Ability to cope under pressure• Willingness to go the extra mile when required

Start Date:

It is envisaged the successful candidate will commence in Wellington during November 2009. At the time of applying candidates are invited to indicate their required notice period and earliest commencement date.

Remuneration:

The remuneration package will be structured to attract high quality candidates.

At the time of applying candidates are invited to indicate current remuneration package and remuneration expectations.

Annual Leave:

The successful candidate will be entitled to four weeks annual leave on pay and consistent with the statutory entitlements under the Holidays Act 2003.

IMPORTANT INFORMATION FOR CANDIDATES – KEY DATES:

Rugby New Zealand 2011 Limited intends to commence the screening and interview process immediately applications open. Please note if you are intending to apply please do so as soon as possible rather than waiting until the close date.

The schedule below is an indication only, with RNZ 2011 reserving the right to amend if necessary:

16 September 2009	- Position opens
25 September 2009	- Position closes
Early - October 2009	- Selection interviews
November 2009	- Start date (subject to notice & availability)

Applications:

Expressions of interest should be forwarded by **Friday 25 September 2009** to Rugby New Zealand 2011 Limited, preferably with a short letter of introduction and an accompanying CV of no more than 6 pages, merged as one MS Word file. Candidates should also complete and attached the ***Rugby New Zealand 2011 Expression of Interest Form*** that is located on RNZ 2011's website.

This information should be sent electronically to recruitment@rugbynz2011.com with the subject identifier of the email to be formatted as follows:

090905 - <<Your Name>>

Please note that applicants must be legally entitled to work in New Zealand.

Enquiries:

In the first instance general enquiries should be directed to Deborah Jones, Human Resources Manager, on +64 4 816 1224 or via recruitment@rugbynz2011.com

All enquiries and applications will be treated in confidence.