



## **SALES & MARKETING MANAGER BRUCE PULMAN PARK**

<b>POSITION:</b>	SALES & MARKETING MANAGER
<b>REPORTS TO:</b>	CHIEF EXECUTIVE
<b>DIRECT REPORTS:</b>	2

### **BACKGROUND**

Bruce Pulman Park is a world-class Sports and Recreation Park in Papakura, south Auckland, with facilities geared toward community excellence at all levels. The Park is the home of state-of-the-art facilities, including a purpose-built gymnastics and trampoline facility, a multi-purpose indoor Arena, outdoor netball courts, sand-based and grass fields, cricket ovals, and a multi-use Teamsports building. In addition, Pulman Lodge offers upscale sports teams and group accommodation.

### **OUR PHILOSOPHY**

The Trust's philosophy is that everyone in the community irrespective of age, gender, physical ability, or nationality can use the facilities and services provided for recreation, leisure, or sporting pursuits.

### **OUR FIVE PILLARS**

<b>Participation</b>	Community pathways and focus on participation for all
<b>Women &amp; Girls</b>	Develop opportunities in the Park with key stakeholders
<b>Belonging</b>	Inclusion and Diversity
<b>Youth &amp; Children</b>	Multi-cultural sports participation
<b>Education</b>	Student internships – Coach support – research

### **OUR TEAM VALUES**

**RESPECT | ACCOUNTABILITY | POSITIVITY | INTEGRITY | TRUST**

## PRIMARY FOCUS OF THE POSITION

Reporting to the Chief Executive this role is responsible for the overall sales and marketing function and commercial success of Bruce Pulman Park. The role leads both the sales and marketing strategic initiatives to achieve occupancy and revenue growth and to secure contracts that deliver commercially viable community events in line with business objectives across all venues and accommodation offerings.

The position plays an important role to ensure the business meets performance targets and adapts to the needs of all customers and clients through strong sales and marketing leadership. As the first point of contact, the role is responsible to oversee all sales activity and processes to convert sales activity and drive new sales leads from various market segments.

Develop, execute, and measure marketing results to support the business objectives, using creativity, initiative and innovation, whilst delivering excellence and maintaining a reputation as one of New Zealand’s leading multi-use facilities.

## KEY ACCOUNTABILITIES

Area of Responsibility	Key Performance Indicators
<p><b>Sales</b></p> <ul style="list-style-type: none"> <li>Responsible for business development strategies for target market segments (e.g., sports, corporate clients, community, events, and tournaments, etc)</li> <li>Lead the division to ensure all sales and customer enquiries are managed to the highest standard and all sales proposals reflect innovative thinking and are aligned to the BPP brand in a timely manner</li> <li>Lead regular sales contact with existing clients and NSOs to ensure BPP is front of mind</li> <li>Identify new potential clients and customers to increase revenue across all venues</li> <li>Identify new prospective clients to increase occupancy and revenue for Pulman Lodge</li> </ul>	<p>BPP is profiled as NZ’s leading multi-use facility Occupancy and revenue increased across all venues and Pulman Lodge Sales efforts are actioned to the highest standard using best practices and innovative thinking All information is recorded, and CRM achieves 90% accuracy Leveraging of all sales opportunities is actively demonstrated and recorded Regular calls conducted to existing clients and key partners Regular new business development calls actioned</p>
<p><b>Marketing and Communication</b></p> <ul style="list-style-type: none"> <li>Responsible for the development and implementation of an integrated marketing and communications strategy for BPP to attract increased client engagement from all target markets and market segments</li> <li>Ensure marketing and communication strategies are based on detailed market analysis and develop new initiatives to identify and address perceived gaps across market segments</li> <li>Leads develops and implements digital communication tactics and marketing campaigns as required, and relevant search engine marketing and social media activity</li> </ul>	<p>Marketing and communications strategies are developed and implemented, with action plans for each market segment Systems developed to record and measure performance Compelling marketing strategies are developed to support sales efforts, including the production of sales proposals, collateral, digital channels etc Website content supports BPP activity and is constantly expanded and refreshed and incorporating new innovations as necessary Communication strategies developed and implemented with media and communication opportunities leveraged to maximum potential Sponsorship goals and activity is supported</p>

<ul style="list-style-type: none"> <li>• Develop, administer, and manage the marketing and communications budget in accordance with the Business Plan</li> <li>• Lead the promotion of BPP as a venue for strategic, commercial, and community use</li> <li>• Manages communication with various media buyers, and agencies to support marketing activity</li> <li>• Support the CEO to align marketing activity to sponsorship goals and initiatives</li> </ul>	<p>Participation and utilisation across all facilities increases Community awareness raised</p>
<p><b>Relationship Management</b></p> <ul style="list-style-type: none"> <li>• Establish, manage, and maintain effective working relationships with all internal and external stakeholders and key clients</li> <li>• Liaise with line managers to develop promotional and sales strategies for BPP to achieve outcomes</li> <li>• Deliver exceptional customer service both internally and externally</li> <li>• Leads the sales and marketing division to deliver superior customer service to all clients and event organisers and ensure their expectations are managed from execution through to operations to deliver the events</li> <li>• Ensure that all staff understand the needs of customers (internal &amp; external) and provide appropriate solutions and quality service</li> <li>• Ensure customer feedback is monitored and followed up as appropriate</li> </ul>	<p>Relationships reflect a collaborative approach to achieving outcomes No complaints from key clients and partners BPP’s reputation is enhanced with key stakeholders, the community, and park tenants Delivers an exemplary level of client service externally and internally All customer feedback is followed up and reviewed and actioned accordingly A customer-centric culture is developed within the division</p>
<p><b>Financial Management</b></p> <ul style="list-style-type: none"> <li>• Responsible for managing all marketing, communications, and sales activities within budget</li> <li>• Monitor expenditure, reporting to the CEO and advising on any financial results or implications that may arise</li> <li>• Ensure sales and marketing strategies are financially sustainable to maximise the best ROI for BPP</li> </ul>	<p>Deliver on the annual budget and KPIs Sales and marketing activity is in line with budget expenditure and variances are reported promptly All financial reporting is delivered within timeframes and timelines</p>
<p><b>Leadership and People Management</b></p> <ul style="list-style-type: none"> <li>• Provide strong leadership to ensure high-quality service delivery across all areas of responsibility to achieve the organisation’s vision and objectives</li> <li>• Provides consistent and clear communication across divisions to ensure operational excellence</li> <li>• Lead, coach, motivate and develop team members, promoting employee engagement with constructive feedback, openness, acknowledgement, and trust</li> <li>• Grow and develop capability and knowledge within the team</li> <li>• Ensure a workplace culture of shared ideas, problem-solving and high performance</li> </ul>	<p>Sales and marketing plans developed and implemented with clear links to the organisation’s strategic direction Deliver clear and transparent internal communications Conduct annual performance planning and feedback interviews Proactive management of leave requirements Creation of a workplace culture that enables the divisions to deliver outstanding performance</p>

## COMPETENCIES

<b>Leadership and People Management</b>	Demonstrate an exceptional level of people leadership Champions professional development and performance management of staff through coaching, mentoring, and empowering staff to grow and develop
<b>Sales and Business Development</b>	Demonstrates strong business acumen and is sales results driven with proven business development experience to increase occupancy and grow revenue Proven commitment to delivering exceptional customer service
<b>Relationship Management</b>	Ability to develop strong rapport and trust quickly, understands the importance of ensuring relationships are maintained and supported regularly, develops and nurtures key client relationships
<b>Marketing</b>	Demonstrates proven marketing and communications experience, a good professional network, highly innovative skill set and demonstrates creative thinking
<b>Communication</b>	Demonstrates effective oral and written communication skills to win business
<b>Health &amp; Safety</b>	Promotes a safe and sound working environment, all health and safety policies, and procedures are followed and is proactive about all health and safety issues to foster a safe workplace
<b>Interpersonal Skills</b>	Exercises personal initiative and superior leadership qualities Demonstrates personal effectiveness in terms of work attitude, style of leadership, and approach, is results-oriented with a hands-on approach

## EXPERIENCE AND QUALIFICATIONS

- Minimum of four years experience in a senior sales and marketing position within a venue or event-focused organisation preferred
- Demonstrated proven results in developing a marketing communication strategy, e-marketing, and social media
- Demonstrated experience in leading, empowering, and managing staff, particularly leading a results-orientated sales team
- Previous experience working with agencies and/or studio teams advantageous
- Demonstrated ability to build rapport, influence, and develop effective relationships across a range of organisations, stakeholders, and partners
- Superior interpersonal skills and excellent written and oral communication skills

## KEY RELATIONSHIPS

### *Internal*

- Management Team
- Wider Park staff

### *External*

- Major clients, partners, and stakeholders
- Community groups and all funding agencies
- Marketing and PR communication agencies