



Position Overview

MEDIA OPERATIONS 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 **Media Operations Manager**, a unique opportunity to be part of the team that will shape and deliver New Zealand’s largest ever sporting event.

The Role:

In 2011, the world’s media will be focused on Rugby World Cup 2011, either in attendance in New Zealand or working from afar with information providing by those on location.

The Media Operations Manager has just under two years to work with our key stakeholders to develop one of the most comprehensive media operations that New Zealand has ever seen. In the lead-up to RWC 2011, the role will focus on the planning and implementation of core media-related Tournament facilities at venues (with a focus on the overlay within existing match venues), team training facilities and team hotels as well as ensuring the establishment of an effective media accreditation process. A comprehensive rugby news service and translation service will also need to be developed to provide overseas media with a seamless approach to Tournament-related information.

During RWC 2011, the Media Operations Manager will play a critical role in managing the Tournament support for the team-related media activity as well as overseeing the media operations at venues and facilities across New Zealand.

This role is pivotal to the international success of RWC 2011 and the successful candidate will be experienced in implementing large-scale media operations for international events.

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:
Media Operations	<ul style="list-style-type: none"> • Manage the planning and oversee the implementation of the installation of core media-related Tournament facilities (including overlay) at all RWC 2011 venues including 13 match venues, team training facilities and team hotels. • Recruit and lead the team to manage and support RWCL in the delivery of all tournament time media operations including match day broadcast, print and photographer requirements encompassing commentary and studio requirements, media tribunes, press conference, mixed zone, and media work and entertainment space. • Manage the Tournament support for team related media activity. • Manage the operation of any media facilities developed in Auckland to support the Tournament operational headquarters.
Translation Services	<ul style="list-style-type: none"> • Manage the implementation of the Tournament language translation service in conjunction with the manager of the Tournament Volunteer Programme.
Media Accreditation	<ul style="list-style-type: none"> • Manage media accreditation in conjunction with the Accreditation Manager and RWCL.
Rugby News Service	<ul style="list-style-type: none"> • Scope and appoint a provider of a comprehensive Rugby News Service for the Tournament in consultation with RWCL. • Manage the Rugby News Service contract to ensure its effective delivery.
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 Media Operations 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"> - 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 - Media - Tourism agencies - Other Stakeholders - All other service providers/suppliers
Other	<ul style="list-style-type: none"> • Other duties as may be required by the management team to meet the organisational and/or team objectives.

Reporting Relationships:

This job reports to the **General Manager, Tournament Services**

This job's direct reports are still to be determined.

(Likely to include Media Operations Coordinator(s))

Key Relationships will include:

Internal

- Match Services Manager
- Communications Manager
- Volunteer Manager
- Legal Counsel
- Programme Manager
- Finance 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 in a major international event with 4-5 years experience at a senior level• Experience in commercial and contract negotiation• Project leadership skills• Exceptional written and oral communication skills• A tertiary degree in a relevant discipline• Preferably a working knowledge of the New Zealand and international rugby environment• An understanding of local Government structures and how Councils might engage with an event like RWC 2011
Personal Attributes	<ul style="list-style-type: none">• Rugby empathy• A bias towards action• 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• 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
Mid - 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:

090904 - <<Your Name>>

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.