

JOB DESCRIPTION



1. POST TITLE: Events & Fan Experience Manager (Maternity Cover – 1 Year)

2. ROLE AND PURPOSE OF POSITION

Responsible for the organisation and coordination of Munster Rugby matches and non-match events. The role encompasses all aspects of Event Management and Fan Experience delivery to ensure that all Munster Rugby matches and events are managed efficiently, effectively and delivered to an exceptional standard as required by all stakeholders.

3. REPORTING RELATIONSHIPS

Operational: COO, Munster Rugby
Functional: CEO, Munster Rugby

4. WORKING RELATIONSHIPS:

Department Heads
Team Management
Munster Branch IRFU Staff
Thomond Park Stadium & Musgrave Park Management & Staff
Musgrave Park Management & Staff
Key Matchday Stakeholders
Competition Organisers
Sponsors

5. KEY QUALITIES

Essential:

- Minimum 3-5 years in Customer/Fan Experience & Event management, ideally in a sporting environment.
- Relevant third level qualification
- Demonstrate knowledge of and ability to implement the strategies and techniques used to ensure that customers/fans have a positive experience with the organisation's products and services at every touch point.
- Excellent planning, organisation and multi-tasking skills.
- Methodical in approach to completing tasks
- Budget management experience
- Positive relationship management skills & Time management skills
- Ability to problem solve and be creative & Effective communicator
- Excellent computer skills

6. RESPONSIBILITIES

Events- Matches

- Overall responsibility for the planning and delivery of Munster Rugby home matches in Thomond Park (Limerick) and Musgrave Park (Cork).
- Overall responsibility for the planning and delivery of any additional rugby matches (Ireland Women, Ireland U20s, Munster A) hosted in Thomond Park (Limerick), Musgrave Park (Cork), or any other agreed venue, that come under the responsibility of Munster Rugby.
- Manage and supervise the implementation of match day logistics and accreditation for internal departments, broadcasters, tournament organisers (EPCR and URC), match officials, sponsors, support staff, volunteers and contractors.
- Ensuring match day is run efficiently and effectively through the compilation and implementation of the match day event plan
- Responsible for match day production including the production of the running order, PA script, sourcing entertainment, big screen content, fan merchandise and logistics for same.
- Responsible for all on pitch activity - mascots, ball-boys, mini rugby, sponsor activity and logistics for same.
- Work closely and effectively with Stadia managements and service providers to ensure each rugby event adheres to Health & Safety guidelines and tournament specifications
- Work closely with Stadia managements to co-ordinate stewarding/security/medical cover and maintaining event standards as per legislation.
- Manage the event budget
- Responsible for sourcing and distributing fan merchandise and any other relevant fan activity for away games.
- Assist in the running of specified Munster Branch IRFU domestic game matches such as the Munster Senior and Junior Schools final and the Munster Senior Challenge Cup final.

Annual Events- Non Match Day

- ad hoc events as required

Match Day Fan Experience

- On match day gather information related to the wants and needs of fans; help to design and integrate systems and processes to support that objective.
- Collate feedback in conjunction with the cross functional customer service team.
- Provide support and counsel to other departments who are incorporating fan experience strategies into CRM business processes that relate to match day.
- Educate internal staff on fan experience concepts and processes.
- Serve as fan advocate with senior management; ensuring that research findings are understood, tracked and acted upon.
- Lead in establishing fan experience management standards, policies, strategy and best practices on match day

7. PERFORMANCE MEASURES

- Make effective and informed decisions in relation to the role
- Portray a competent and professional image on behalf of the Munster Branch IRFU
- Manage match day budgets efficiently
- Maintain effective relationships with staff within the Munster Branch IRFU
- Carry out duties and responsibilities with limited supervision
- Establish efficient work practices
- Match day customer experience (surveys etc.)
- Non match day customer experience