

## Job Description – Marketing Manager

**Position** This job description covers the responsibilities and duties of entré’s Marketing Manager.

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**Context** Entré is a student-run society and charity that seeks to generate entrepreneurial thought, and ultimately business ventures, from students of the University of Canterbury & Ara. The principal stakeholders in entré are the University of Canterbury, staff and students of the University of Canterbury, sponsors and local industry.

The Executive is elected from within the student body of University of Canterbury, Lincoln University & Ara Institute of Canterbury. The CEO, COO & CFO are recruited by the Advisory Board Chairman, Director of UCE, outgoing CEO & COO, platinum sponsors and the UCE Co-ordinator, with the remainder of the Executive appointed by an entré selection panel. Additional Executive members may also be co-opted when additional skills and expertise are required to replace Executive members.

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### Eligibility Criteria

- Applicants must be a student enrolled and studying towards a degree or diploma at the University of Canterbury or Ara, at the time of submitting an application, with a course load of at least 0.25 EFTS (i.e. 30 points). This course load must be maintained for Semester 1 and 2 of the year that they are on the Executive.
  - Recommendation that members of the entré Executive are not on any other club executive/committee’s due to the workload and to ensure commitment to entré.
  - The role will be subject to a 90-day trial period – for the Marketing Manager the trial period commences on 1 February.
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**Role** Reports to: COO  
Responsible to: CEO & COO

The role of the Marketing Manager is to market all of entré’s key events and maintain and further develop entré’s brand. Also to promote entré and raise its profile educating & informing key stakeholders of all activities. It is a key role,

working with the CEO, COO, CFO, Communications & PR Manager, Content Creator, Events' Manager, Ara Manager, the UCE Co-ordinator, external suppliers and key stakeholders.

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### **Key Qualities**

Key qualities required of the person for this role are:

- Commitment to entré
  - Strategic planner
  - Vision and creativity
  - Have a 'can do' attitude
  - Self-starter
  - Forward thinking
  - Attention to detail
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### **Key Skills**

The key skills required by the Marketing Manager are:

- Project management
  - Organisation & management skills
  - Creative and innovative thinking
  - Design skills
  - Ability to work within budget constraints
  - Works well under pressure and within strict deadlines
  - Ability to be flexible
  - Excellent verbal & written communication skills
  - Ability to creatively motivate other team members
  - Ability to approach and pursue media contacts
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### **Key Duties**

Key duties that are part of this role include (but are not limited to):

- Plan and oversee the marketing of all entré events and competitions, including, but not limited to:
  - Clubs Day
  - Grand Launch
  - Sponsors' Breakfast & Functions
  - End of Year entre Ceremony
  - Napkin Challenge
  - Term 3 Competition
  - Start-Up Challenge
  - Recruitment
- Manage the Marketing Associate

- Communicate clearly and effectively to a broad range of students (undergraduates/post graduates/all areas of study)
- Develop the entré image while finding the balance between student appeal and business professionalism
- Work closely with the Marketing Associate on marketing events & activities via social media
- Look into other social media opportunities for entré
- Work with the Ara Manager regarding marketing at Ara, including the distribution of collateral
- Work alongside the University of Canterbury's PR team and feed in information to use in press releases
- Provide media coverage links (on entré or our winners) to the UCE Co-ordinator for publishing on the [www.entre.co.nz](http://www.entre.co.nz) website (as appropriate)
- Liaison with Public Relations departments for our key sponsors
- Promote entré's brand
- Promote entré's sponsors as appropriate
- Photography at events if required
- Build and maintain a key contacts database
- Commitment to entré's Health & Safety policies and practices, complete documentation (where required) and report any incidents to the HR Manager
- Attend weekly team meetings
- Attend entré events
- Work with the incoming team member and the UCE Co-ordinator to ensure a smooth hand over period and effect transfer of knowledge and information