



**STIRLING COUNTY
SUPER6 TEAM**

General Manager Recruitment Pack

www.stirlingcounty-rfc.co.uk

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INTRODUCTION

Stirling County Rugby Football Club (RFC) is a mature club, over 116 years old, providing rugby, sports, and social activities and facilities to the wider community within Central Scotland, Stirling District, and in particular, the City of Stirling.

Our Super6 partner, the University of Stirling, is Scotland's University for Sporting Excellence, and UK Sports University of the Year 2020. Students combine academic study and training in a unique high-performance sports environment, to compete and succeed on the highest international stage. The University is also home to four national governing bodies and ranked 1st in Scotland and the top five in the UK for sports facilities (UK International Student Barometer Benchmark and Global ISB Benchmark 2018). A world-class institution with a thriving community spirit, renowned for its beautiful, inspiring, and safe campus in the heart of Scotland, the shared facilities our S6 rugby players utilise at the University are par excellence, offering the opportunity to rub shoulders and engage with Olympic and international athletes.



The Club is proud of its tradition for growing and developing home-based talent and will not sway away from this successful ethos which has led us over many years to become one of the top clubs in Scotland offering a fantastic pathway from mini rugby to the semi-professional game.

We participate in The FOSROC Super6, the part-time professional league that aims to bridge the gap between the club and the professional game in Scotland. Stirling County is one of six franchise teams that compete in the competition. Each side consists of a full-time Head Coach with part-time professional players and support staff, and we now seek to recruit a General Manager to develop and expand the commercial and operational activities within the club Super6 operation.

JOB ROLE

Reporting to the Board of Directors of Stirling County Super Rugby Limited, the Super6 General Manager (S6GM) will lead and develop all operational and commercial activities. You will be commercially focused, with strong interpersonal and communication skills and the ability to develop relationships and work with a variety of stakeholders. This is a challenging role, not one for the faint of heart, demanding ambition, audacity, and daring, allied with an entrepreneurial streak.

The S6GM will lead, build, and develop this exciting, brand-new role, one which offers you excellent career development opportunities, the chance to shape and expand the Super6 operation, enhancing our commercial and off-field activities, to be part of an exciting development in a rugby sporting environment, and to learn and gain experience of this vital part of sports management.

You should have a qualification in Administration or Management or Sports Studies and preferably have some experience in a similar role within high-performance rugby or prior experience in a commercial sports club environment. In addition, you should have demonstrable experience in attracting and negotiating sponsorship.



To lead, be accountable for and be the main point of contact for all of Stirling County RFC's FOSROC Super6 Commercial and Off-Field activity.

- To be accountable for driving the FOSROC Super6 Strategy Framework within the club against agreed objectives with Scottish Rugby specific to the overall Super6 strategy.
- To lead on behalf of the club all FOSROC Super6 Club off-field functions including but not exclusively, strategic commercial growth, income streams, and sponsorship, marketing & media, match day operations, ticketing, public engagement, matchday experience, hospitality, fundraising events, and initiatives.
- The S6GM will be responsible for the growth of Stirling County RFC's internal workforce and volunteer recruitment, development, and retention.
- The S6GM will support the work of the Super6 Head Coach in creating and maintaining the best and most professional environment and culture for the team to perform at the highest level to achieve success and future growth.



GENERAL MANAGER

Job Title:	Stirling County Super6 General Manager
Reporting to:	Board of Stirling County Super Rugby Limited
Salary:	£35,000 - £37,000 plus pension contribution
Contract:	Fixed term for 2 years
Hours:	Standard working hours are 40 hours per week, with weekend work during FOSROC Super6 competitions and all major events as required
Location:	Stirling



KEY ACCOUNTABILITIES

FOSROC Super6 Commercial Expansion & Budget Management

- The S6GM will represent Stirling County Super6 on commercial forum acting as a gatekeeper for commercial opportunities and discussions and ensures Stirling County Super6 Board is appraised of all commercial developments, providing direction and decision making promptly
- Plan, develop and lead on attracting and negotiating sponsorship to achieve the budget targets set by the board.
- Drive current & develop new commercial revenue streams, including sponsorship, ticketing, merchandise, events and hospitality to achieve the commercial targets and objectives
- Support financial processes related to club operations including processing of invoices, and provision of financial information and reports as required
- Engage with key suppliers to ensure they provide appropriate, cost-efficient services
- Identify and develop new revenue streams to enhance the commercial growth of the club
- Oversee Marketing and Communications strategy that engages the Club's partners, sponsors and fans to drive increased revenue and brand awareness



Stakeholder Management

- Work collaboratively with Scottish Rugby's employees including, but not exclusively, Commercial, Communications, Marketing, Events, and Media teams to achieve success for the tournament
- Work with Scottish Rugby and other FOSROC Super6 teams on delivering to and further developing Super6 Rugby in Scotland and bringing the FOSROC Super6 Strategy Framework to life within the Super6 Club
- Establish networks that will build on the sponsor family & drive commercial success
- Ensure that sponsors and partners receive an engaging experience that drives revenue and fan engagement – this will include developing innovative activation programmes to deliver value to the club's sponsorship family
- Work with external stakeholders such as University Partner and Local Authorities
- Report to Scottish Rugby on a regular basis on KPIs set

Super6 Operations Management

- Lead on the daily/weekly operations of all office facilities and club operations
- Lead on all match day planning & operations
- Ensure the match venue provides a safe and quality customer experience
- Act as the primary contact for all facility development and facility upgrades
- Liaise with the Covid Coordinator for the club including operational plans
- Leads by example and models core values in all actions; ensures a positive, respectful team environment, fostering collaboration and development

Super6 Club Management

- Develop and support the internal off-field team comprising Commercial, Marketing, Media, Communications, Operations and Community Rugby, this will be a mix of paid colleagues and volunteers
- Hold regular Super6 meetings with the Head Coach ensuring both on-field and off-field teams fully understand the commercial strategy and rugby performance delivery
- Report to Super6 Board on all Rugby Commercial Operational matters (with Head Coach reporting on Rugby Operational matters)
- Support the Head Coach, coaching team, including Medical and S&C to support the delivery and achievement of rugby objectives
- Support club recruitment strategy as appropriate to meet the Club's performance aspirations within agreed budget
- Performs other duties as assigned



Reports and Interactions

Internal: Board of Directors of Stirling Super 6 Limited, members, and staff

External: Scottish Rugby, sponsors, supporters, members and supplier



PERSON SPECIFICATION

Experience & Knowledge

Essential

- Commercially focused with a track record of delivering against strategic outcomes, revenue growth & innovation
- Experience in building relationships and influencing multi-stakeholders and partners.
- Strong interpersonal and communication skills with the ability to develop effective working relationships with colleagues & volunteers to drive revenue and results
- Experience in planning, managing & delivering events & projects to time and on budget
- Track record of working positively & productively with colleagues & suppliers
- Experience of dealing with conflicting demands in an administrative capacity
- Experienced in managing multiple budgets
- IT skills – e-mail, Word, Excel, knowledge of databases
- Good understanding and working knowledge of social media
- Relevant & recent experience in a similar role within a large sports or cultural venue

Desirable

- Experience of working within a sports organisation and has an interest in rugby

Qualifications & Attainments

Essential

- Qualification in Administration or Management or Sports Studies
- Prior experience in a commercial sports club environment with an excellent understanding of the day-to-day operational requirements
- Strong financial, organisational, teamwork and interpersonal skills as well as a high level of personal motivation to achieve
- Strong commercial awareness with prior experience in the successful creation and execution of commercial and sponsorship contracts

Desirable

- Experience in a similar role within performance sport
- Demonstrated ability to work with confidential and sensitive data

Competencies & Behaviours

Essential

- Role Model following Super6 Club values, culture, and behaviours to always reinforce team standards
- Effective Communication – written and oral
- Planning & Organising
- Team Working
- Personal Accountability
- Leading Others
- Problem Solving
- Budget Management



Additional Requirements

- Ability to undertake flexible working hours
- Driving Licence
- Satisfactory Disclosure Scotland check



If you are interested and wish to have an informal discussion about the post, please contact Ray Mountford, Company Secretary, on mobile, 07769 886 969, or if you wish to apply for the post, please email BusinessOperations@stirlingcounty-rfc.co.uk for an application pack.

(Please note, CVs will not be accepted and we will not accept candidates from Recruitment Agencies)

CLOSING DATES FOR APPLICATIONS: 5th April 2022