

XXXX RFC
Job Description
(Guidance for clubs
to adapt for their
own use)

Job Title:	Business Development Manager	Club:	
Reports to:	Club Management Committee	Location:	
Work Pattern:	Anticipated hours – X per week including some evenings & weekends	Salary Band:	

Job purpose:

To improve the turnover and long term sustainability of XXXX Rugby Football Club, by developing and increasing income and communication streams.

Key Accountabilities:	Associated Competencies:
Work with the management committee to develop and implement a strategic business plan to include commercial and marketing strategies for the club for the next five years.	Strategic planning Effective communication Planning and organising Team working
To build relationships with key partners and stakeholders, establish mutual objectives and work in partnership to achieve those objectives.	Effective communication Planning and organising Team working
To identify and attract potential new partners and introduce them and engage them as part of the club. Retain sponsorship through better business engagement, sponsor packages, and sponsor communications and management. To ensure that sponsorships with business have tangible benefits to the club and ensure that sponsor benefits are delivered to improve sponsor satisfaction and retention.	Effective communication Planning and organising Leading others Team working
To manage and maximise membership subscription payments by attracting new members, retaining current members, re-engaging lapsed members and ensuring there is an effective management system in place to maximise income.	Effective communication Planning and organising
To increase revenue by increasing the usage of club facilities by community groups, businesses and the general public. To offer a range of uses and packages and create marketing material to allow you to spread the word of your product to the market place.	Effective communication Planning and organising

To devise and run both club and community events to increase the footfall of both members and non-members into the clubs facilities.	Effective communication Planning and organising
To source and apply for relevant funding opportunities for the club.	Effective communication Planning and organising
To market the club and its facilities effectively to both the membership and the general public via word of mouth, email communications, posters and flyers and engaging social media.	Effective communication Planning and organising
To provide regular progress reports to the management committee	Effective communication

TEMPLATE