GENERAL MANAGER
BOROUGHMUIR BEARS
FOSROC SUPER6

RECRUITMENT PACK
The Boroughmuir Bears are proud to be part of Super6 Rugby. We’re a club with over 700 members. We love rugby. It’s a great sport and we’re dedicated to nurturing talent in both boys and girls.

When the club started in 1919, we needed to prove ourselves. It took persistence and graft. All of which was driven by a fiercely competitive streak and the desire to achieve and to win.

That still characterises us today and we’ve pretty much always been at the top level of Scottish Club Rugby. We’re ambitious, we’re vibrant and we’re evolving. We’re breaking new ground in many ways, in 2012 we became Boroughmuir Rugby and Community Sports Club, a registered charity. We now have a public gym, community café, commercial kitchen and bar open 7 days a week. Everyone is welcome to either join us or to visit.

Our Youth Academy is the strong base of our club, helping us to create a clear pathway from primary school to international rugby for those who have the talent and the appetite. We are proud to offer bursary schemes to assist those who need them.

Those who play with us tend to stay with us. More than a club, we’re a family, a tribe. And going forwards, with the impetus of being part of the Super6, we will continue to invest in our grass roots and continue to drive the game up.

Can you be part of our tribe and help us take the Bears forward? An exciting opportunity has arisen at Boroughmuir Bears for a Super6 off-field ‘General Manager’ who will enhance the commercial positioning of our Super6 side. The successful candidate will be accountable for delivering commercial growth, generating new income streams & sponsorship, match day operations and experience, ticketing, and public engagement.

Applications in the form of a CV and covering letter should be submitted to directorofrugby@boroughmuirsports.co.uk via email and should outline your relevant skills and experience for the post.

Closing Date: 25th March 2022 at 5pm
Job Description

• To be the main point of contact for all off-field Boroughmuir Bears’ (the Bears) FOSROC Super6 off-field activity including but not limited to commercial strategy, sponsorship, promotional activity, social media, match day hospitality, ticketing, public engagement, and match day experience.

• The General Manager will be responsible for the Bears ‘volunteer army’, an invaluable workforce which needs to be recruited, developed, and retention though feeling valued.

• This important member of the Bears tribe will work alongside the Bears Head Coach in creating and maintaining a positive and professional environment and culture.
Super6 Commercial Growth & Budget Disciplines

• Driving Commercial Strategic Growth:
  • Revenue Management: Enhance current & develop new commercial revenue streams, including sponsorship, ticketing, merchandise, events and hospitality to achieve the commercial targets and objectives
  • Support the management of the Bears P&L and cash, and drive performance against financial targets
  • Support financial processes related to club operations and provision of financial information and reports as required
  • Manage key suppliers to ensure they provide the desired services in a cost-efficient manner
  • Diversify existing revenue streams creating an environment based on continued commercial growth of the Bears
  • Participate and drive a marketing and communications strategy that engages the key stakeholders and promotes brand awareness

Partnership

• Work in partnership with internal and external stakeholders (including Scottish Rugby) in key areas which include, commercial, communications, marketing, events, and media teams to achieve success for the Bears and promote the continued growth of the Super 6 brand.
• Work with Scottish Rugby on furthering the profile of Super6 Rugby in Scotland and bringing the FOSROC Super6 Strategy Framework to life within the Bears
• Ensure that sponsors and partners receive a rewarding experience with a focus on stakeholder and spectator engagement
• Work with external stakeholders such as Napier University (the Bears University Partner), Edinburgh Leisure and the City of Edinburgh Council
• Enhance and develop the link between the Bears and the local community
• Regularly report performance against KPIs to the Bears Board and Scottish Rugby

Super6 Operations

• Lead on the operations of all Bears office facilities and off-field operations
• Lead on all match day planning & operations (non-rugby)
• Ensure the match venue provides a safe and first-class customer experience on match days
• Implement any required Covid or other Health & Safety risk assessment operational plans or similar

Super6 Bears 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
• Undertake regular Super6 meetings with the Head Coach, Director of Rugby and other key rugby volunteers relative to off-field matters, and report to Super6 Board on all off-field operational matters
SKILLS

‘Must have’

Experience

- Commercially astute, forward thinker that brings added value to the team, with innovative ideas that could further enhance the club’s commercial opportunities
- Proven track record in contract negotiation and management
- Experience in building trusted relationships and influencing stakeholders.
- Strong management and communication skills with the ability to develop effective working relationships with colleagues & volunteers to drive revenue
- Experience in, or assisting with the planning, management & delivery of events & projects to time and on budget
- Experienced in managing budgets
- IT skills – e-mail, Word, Excel, knowledge of databases
- Good understanding and working knowledge of social media

Qualifications

- Relevant & recent experience in a similar role within a large sports or cultural organisation

Competencies & Behaviours

- One of the champions of Boroughmuir Bears values, culture, and behaviours
- Strong Communication skills – written and oral
- Planning, Organising and Presentation skills
- Team Working and ability to work effectively in a hybrid/remote environment
- Personal Accountability
- Leadership
- Problem Solving
- Budget Management

Other

- Ability to undertake flexible working hours
- Driving Licence

‘Nice to have’

Experience

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

Qualifications

- Qualification in Administration or Management or Sports Studies
- Experience in a similar role within performance sport

Other

- Ability to undertake flexible working hours
- Driving Licence
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