Southern Knights Super6 General Manager

An opportunity to work within a world-renowned rugby club

Melrose Rugby Ltd is recruiting for the new post of Southern Knights Super6 General Manager

Background
The Southern Knights were born in 2019 as one of the inaugural license holders in the FOSROC Super6. While home games are played in Melrose, at the foot of the Eildon Hills, rugby talent and support are drawn from other local clubs and towns of the region and beyond. The Knights play in a kit specially designed to reflect their commitment to the whole Borders region, with their strip containing the colours of other local teams.
The team play their home matches at The Greenyards, the home of Melrose Rugby and the birthplace of Sevens rugby.

The Melrose Club seeks to develop and cherish an environment that engages, inspires and captures the imagination of the community (rugby and otherwise) in and around Melrose, nationally and internationally, in accordance with our values. We are inclusive and forward thinking with a performance driven approach to coaching rugby and developing players at all levels, amateur and performance (Super6) within the Club.

We aim to drive operational excellence through transparency, focussed goal setting and clear accountability for all aspects of the Club’s operations. A key focus is generating annual revenues, profits and reserves that finance all the Club’s activities and development plans, through innovative marketing, fund raising and building relationships with commercial and other partners at local and international level.
Job Purpose
To manage, be accountable for and be the main point of contact for all the Southern knights’ FOSROC Super6 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 manage all FOSROC Super6 Club off-field functions including but not exclusively, strategic commercial growth, income streams & sponsorship, marketing & media, match day operations, ticketing, public engagement, and match day experience. The GM will be responsible for the development of the Southern Knights’ internal workforce and volunteer recruitment and retention. The GM will support the work of the Southern Knights’ 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.

Job Description

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<thead>
<tr>
<th>Role</th>
<th>Southern Knights Super6 General Manager</th>
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<tbody>
<tr>
<td>Reporting to:</td>
<td>Southern Knights Management Group</td>
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<tr>
<td>Purpose:</td>
<td>Manage Southern Knights Off Field Activities</td>
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<td>Budgets:</td>
<td>Southern Knights and Commercial</td>
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<tr>
<td>Work Pattern:</td>
<td>Full time, regular weekend working</td>
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<td>Contract Type:</td>
<td>Fixed Term (2 years)</td>
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<td>Location:</td>
<td>Location: The Greenyards, Melrose</td>
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Principal Duties & Responsibilities
The successful individual will take the lead and manage off field operations of the Southern Knights. This role requires a broad skill set underpinned by strong management, commercial and communication credentials. They will manage, organise and develop the operations and administration to the benefit of the club, its members and all associated stakeholders. They must understand and evolve the Super6 strategy framework within the club. They will drive Southern Knight commercial incomes and take a lead in generating new sources and opportunities.

Southern Knights Commercial, Marketing & Communications
- Support current & develop new Southern Knights commercial revenue streams, including sponsorship, ticketing, merchandise, events and hospitality to achieve the commercial targets and objectives
- Identify and develop new or existing revenue streams to enhance the commercial growth and revenues of the club
- Oversee Southern Knights Marketing and Communications strategy that engages the existing partners, sponsors and fans to drive increased revenue and brand awareness

Southern Knights Stakeholder Management
- Work collaboratively with Scottish Rugby and other S6 teams
- Work collaboratively to establish networks (new and existing) that will build on the sponsor family & drive commercial success
- Ensure sponsor and partner engagement to drive revenue and fan engagement
- Support relationships with external stakeholders such as University Partner, Local Authorities and Enterprise Agencies

Southern Knights Operations Management
- Lead on the daily/weekly Southern Knights office, facilities and club operational requirements
- Manage Southern Knights match day planning & operations

Southern Knights Rugby Management
- Help develop and support the club internal off-field team (Employees and Volunteers) across Commercial, Marketing, Media, Communications, Operations, Administration and Community Rugby
- Facilitate regular Southern Knights meetings with the Head Coach and Southern Knights Management Group to update on all off-field matters which are relevant to Rugby Operations
- As required provide support to the Southern Knights Head Coach to plan, coordinate and implement all rugby schedules and liaise with key personnel to provide that support
- Support the Southern Knights Head Coach, coaching team, including Medical and Strength & Conditioning to support the delivery and achievement of rugby objectives
- Support Southern Knights recruitment strategy as appropriate.

**Candidate Specification**

- The candidate must evidence experience in commercial revenue and profitability growth.

- There will be several key groups and individuals across the organisation with which the candidate must communicate. An essential strength will be the ability and experience of working in teams and the ability to lead and develop people and to communicate effectively to drive results. Previous successful experience of working with volunteers would be beneficial.

- Project and event budgeting and planning is fundamental to the role so previous positive experience of delivery “on time on budget” is very important.

- We welcome positive and empathetic leaders and team players. A track record demonstrating as such with colleagues and stakeholders is sought.

- Relevant and competent IT skills on e-mail, Word and Excel are expected while knowledge/understanding of databases very welcome.

- The candidate should have a good understanding and working knowledge of social media

- It would be desirable for the candidate to have experience of working within a sports organisation in a similar role.

**Desirable Traits**

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

**Essential**

- Working flexible hours and Driving Licence
Applications in the form of CV and covering letter should be submitted in confidence to Melrose Rugby Ltd Director Robin Wood at robinwood1701@gmail.com and should outline your relevant skills and experience for the post.

Salary: is dependent on relevant experience and will be disclosed subject to interview potential.