



FEDERATION RWANDAISE DE RUGBY
Engagement, Solidarité, Respect
Po.Box. 1080 KIGALI
www.rwandarugby.com



JOB DESCRIPTION - CHIEF EXECUTIVE OFFICER

NATURE AND SCOPE OF ROLE:

The Rwandan Rugby Federation is seeking a Chief Executive Officer (CEO) who will lead a largely voluntary workforce in delivering all aspect of rugby in Rwanda. This role will require working within an agreed performance framework and will report directly to the Executive Committee of the Federation.

Working in collaboration with a diverse range of stakeholders, the CEO will be required to show leadership across all aspects of the organization and drive a clearly defined growth strategy, based on but not limited to the following key areas:

1. The design and delivery of activities to increase the number of Rwandans participating in rugby.
2. Regular communication with all partnership organizations for the delivery of a unified and coherent strategy designed to increase the rate of progress of rugby in Rwanda. This strategy would include the development of players, coaches, administrators and 1st Aid from all participating regions of the country.
3. The administration of both the elite and community rugby programs in collaboration with any external partners.
4. The recruitment and retention of the best playing talent through clear pathways.
5. The establishment and maintenance of stable and strategic sponsorships and partnerships, to ensure Rwandan Rugby continues demonstrating best practice and a strong positive brand. This would include:
 - Maintaining regular updates to all social media and traditional media platforms.
 - Sponsorship sales.
 - Merchandise and licensing initiatives.
 - Events and hospitality offerings
 - Membership, ticketing and match day revenues.
6. The leadership and implementation of a business oriented sports model that has in place the appropriate governance and operational frameworks to ensure the necessary financial, administrative and organizational resources are embedded. A focus must be given to long term planning *and* transitional planning.



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ACCOUNTABILITIES:

The CEO is accountable to the Executive Committee for achieving agreed Rwandan Rugby Federation objectives and strategic goals as outlined in the strategic plan and other supporting operational documents. These deliverables will be achieved through the following leadership responsibilities:

Strategic Leadership

1. Lead and monitor the implementation of the Rwanda Rugby Union long and short term plans in accordance with its strategies.
2. Work collaboratively with the diverse range of stakeholders whilst providing strategic and valued advice to the Executive Committee.
3. Continually consider and focus on development and delivery of innovative business opportunities and partnerships as part of the strategic plan.
4. Develop and build ongoing opportunities and partnerships to enhance the members, fan and community experience as well as creating solid and sustainable revenue/ annuity streams.
5. Lead, in conjunction with the Executive Committee, the development of the Rwandan Rugby Federation strategy to grow and shape its global brand.

PRINCIPAL RESPONSIBILITIES: to ensure implementation of the Rwandan Rugby Federation strategic plan as adopted by the Executive Committee and in so doing, provide oversight on:

1. Participation and Competitions: enhance participation and performance levels of rugby in Rwanda, including mini (tag) rugby, junior leagues (age grade), senior leagues, women's rugby, 7's rugby and international competitions. All growth must base its foundation in strong accurate documentation and evidence based data. Planning, implementation and outcomes must be made publicly available in a timely manner.
2. Human Resource Management: lead and direct a large base of volunteers across the country in collaboration with the executive committee and technical staff.
3. Representative Rugby: facilitate maximum participation and performance at the regional and international levels.
4. Partner Relations:
 - ✓ Create, nurture and maintain fruitful relations with key stakeholders including clubs, corporate sponsors, donors, NGO's, Government, other rugby unions and all applicable rugby governing bodies (i.e. MINISPOC, RNOSC, CAR and World Rugby);
 - ✓ Act as the chief spokesperson for Rwandan Rugby Federation, assuring proper presentation of the organization to stakeholders, media and the broader community.
 - ✓ In conjunction with the Head Coach and Director of Rugby manage the ongoing playing talent of Rwanda rugby including player identification and succession planning.
 - ✓ Manage contract negotiations with individual players and their agents in conjunction with the Head Coach and Director of Rugby.



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5. Event Management: deliver an annualized calendar of events including but not limited to club competitions, school competitions, women's competitions, international competitions, award ceremonies, TV Broadcasts, Corporate Social Responsibility initiatives etc.;
6. Financial Management and Growth:
 - ✓ Activate a plan to grow financial investment in rugby in Rwanda including long-term investment in a playing facility.
 - ✓ Develop and deliver an operational framework that ensures Rwanda Rugby Federation is appropriately organized and resourced to achieve the approved strategy;
 - ✓ Implement a profitable and sustainable business model ensuring the continued success of the Rwandan Rugby Federation.
 - ✓ Manage expenditure of the Rwandan Rugby Federation to ensure it is within the authorized annual budget and deliver sound financial management;
 - ✓ Ensure the Federation has in place the appropriate policies and procedures to achieve operational excellence, as well as meeting all legislative & compliance requirements.
 - ✓ Oversee the design and marketing of high quality programs and services to enhance the Rwandan Rugby Federation brand with the intention of growing members and fans, strategic partners and sponsors as well as engaging with the broader community.
7. Governance/ Operational Risk
 - ✓ Work with the Executive Committee to enable it to fulfill its governance functions efficiently and effectively.
 - ✓ Report to the Executive Committee in a timely manner, maintaining open communication and managing the Executive Committee's due diligence process to assure timely attention to core issues.
 - ✓ Ensuring that the Executive Committee is presented with clear and logical recommendations for action, preferably well before every Executive Committee meeting to allow time for clarification and proper consideration.
 - ✓ Assess & clearly understand the principal risks of the Federation and ensure that these risks are being monitored and managed through the appropriate mitigation strategies with a special focus on transitional planning.
 - ✓ Ensure that the Union maintains high standards of corporate citizenship and social responsibility wherever it does business;



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QUALIFICATIONS:

1. Bachelor Degree: Business Administration, Marketing, Social Sciences, Sports Science or relevant other.
2. Coach Education Qualification or be enrolled in an appropriate course
3. Knowledge of the Laws of the Rugby.

*** Applicants with demonstrable appropriate experience may also be considered for this role.

REQUIRED EXPERIENCE:

1. Must have at least three years' management experience in a leading role. Experience within a sporting organisation/Institute/National Sports Governing Body desirable.
2. Established reputation of recruiting or growth within an organisation.
3. Knowledge of coach education/development frameworks, pathways and accreditation.
4. Intermediate Microsoft Office, Excel, PowerPoint
5. Basic experience with web design.

SKILLS & PERSONAL ATTRIBUTES:

1. A passion for rugby development
2. Demonstrated ability in a leadership position along with strong organisational, communication and negotiating skills are a must in this role. You will be an individual who leads by example and has the gravitas to engage and build strategic partnerships internally and externally.
3. Demonstrated expertise in developing and delivering ongoing annuity/revenue streams that support future organisational growth.
4. Clearly demonstrated expertise across high level stakeholder and community engagement with experience representing an organization through active brand management.
5. A proven entrepreneurial aptitude that has delivered valued outcomes for organizations and their stakeholders.
6. Demonstrated experience in a complex business operation delivering sound financial management and operational excellence.
7. Proven integrity

Applicants should submit as complete resume, any appropriate work permits, copies of appropriate qualifications and at least three professional references including phone numbers to application@rwandarugby.com

Closing Date for applications is 30th April 2017.