

**READY TO GET IN THE GAME?
Don't Miss This Unique Opportunity**



**Do you love the sport of Rugby Union?
Take pride in your strong relationships within sport?
Are you ready for a diverse and rewarding professional challenge?**

Hunter Rugby is a peak sporting organisation currently seeking a pivotal team member:

General Manager, Hunter Wildfires Rugby Club



To be successful in this multi-faceted position, you'll need to be confident and excited about your ability to manage and grow a major regional sporting organisation in the Hunter Valley area.

Our Wildfires compete in both the Shute Shield and the Jack Scott Cup, so you'll need to know your Rugby and be on your professional and administrative game to succeed in this Newcastle based role.

We're looking for a passionate person to provide leadership, a vision for strategic future growth and deliver exceptional management and operational skills to the Hunter Wildfires Rugby Club.

You'll need to be a multi-tasker and navigate the field as you combine day-to-day Club management while overseeing operations; taking the lead in identifying, nurturing and securing revenue generation activities, partner relationships and marketing opportunities; and getting the best from your support team.

Core Responsibilities:

- Effectively and efficiently deliver Club management and operational requirements, while facilitating and executing the Hunter Wildfires Rugby Club strategic plan;
- Providing a pro-active vision and overseeing marketing activities undertaken by the Club;
- Managing key strategic alliances including major Corporate Partners, media relationships, facility/venue partners, apparel providers and our supporting Rugby identities and organisations;
- Strategically seeking new - while securing and maintaining existing - Corporate and Commercial Partnerships and direct donations that contribute to a financially sustainable Club;
- Working with the Chair, Head Coach, President and Committee to oversee Game delivery;
- Maintaining an approachable and confident leadership presence;
- Game day operations and management;
- Working with key stakeholders to deliver current, and develop new, community engagement activities;
- Budget preparation and adherence – to take primary ownership of budget understanding, forecasts, management and reconciliation, in conjunction with the Board.

Hunter Rugby – Our 'State of Play'

Founded in 1869 Hunter Rugby has an enviable reputation for holding one of the best Club based Rugby Competitions in the Nation. As the largest non-Capital City Rugby Union organisation in Australia, we are the essence of Grassroots Rugby and we are committed to continue to ensure that we remain the custodians of all levels of the Game for the Hunter Region. The Hunter Rugby Zone extends from Greater Newcastle to Nelson Bay, Muswellbrook, Singleton, Maitland, The Hunter Valley and Lake Macquarie. We are currently embracing a new era of increased recognition, visibility and growth – and we are eager to share the rewards these new opportunities provide by cementing enduring engagements with key personnel who recognise what's possible when we work together.

About Us – Hunter Wildfires Rugby Club

The Club is located in Newcastle and administrators, members and players share a determined vision to make the wider Hunter Region a powerhouse of Australian Rugby through sustainable and strategic growth. Our rich history champions grassroots Rugby and the pathways Club and Community participation can provide. We take pride in our history - the Hunter Wildfires have adopted team colours inspired by the WWI 35th Battalion in recognition of the bravery and sacrifice of the men of the Hunter; we value our strong Club and Community support; and we want our Game to be played by men, women, boys and girls - and equally celebrate their success. And we are determined to achieve our full potential on the Shute Shield and Jack Scott playing fields.

About You – Hunter Wildfires, General Manager

We are looking for a fellow 'Wildfire' who's not afraid to lead or share their insights. A professional, with demonstrated experience and management success. Someone with a vision for team and community potential and the ability to link those opportunities. We need, and you'll have:

- Demonstrated experience, relationships and understanding of Australian sport
- A true understanding and appreciation of the crucial role Community sport has to offer
- Exceptional administrative and organisation ability
- Confident interpersonal skills
- A respectfully persistent attitude
- Leadership skills that acknowledge, foster and bring out the best from a small team of employees and volunteers wanting to give you their support
- Experience in governance and an understanding of working with a Board
- The ability to manage your time, be flexible and prioritise in undertaking a range of duties and responsibilities across multiple business domains
- A hands-on approach and already have, or be willing to achieve, the appropriate qualifications needed to coach, review and/or inspire the growth and potential of our Colts
- Strong strategic and financial planning skills, with an entrepreneurial, solution-focused, growth mindset to deliver on key outcomes benefitting the Wildfires
- A desire to identify and manage a wide-variety of internal and external stakeholder relationships.

Your Role – Detailed Considerations

- **Reporting to the Chair:**
 - A two year contract will initially be offered after a probationary period.
- **Corporate & Community Partners:**
 - The position requires value-add relationship management with our Corporate Partners & Community.
 - Responsible for the management of all the Corporate Partnerships including all communication with those entities, control of Social Media and website development and maintenance.
 - Relationship development and enhancement of opportunities with existing and potential Corporate Partners, while nurturing and facilitating enduring and long-term commitments
 - Fulfilment of Partner Agreement obligations
- **Media & Social Media:**
 - Take charge of the Hunter Wildfires media relationships and press management
 - Manage and promote our Website to the benefit of The Wildfires, Partners and Community
 - Encourage supporters to post news, offers and share/link with and support the Wildfires
 - Ensure social media consistency relevance and focus to build the image of the Hunter Wildfires and our Partners
 - Leverage the support of our existing and potential social media partners
- **Training and Education:**
 - Disseminate appropriate information on all aspects to encourage those in Hunter Rugby and those who may be considering our region for education and work. Opportunities currently include University of Newcastle, Hunternet Training Group, Maxwell Recruitment and Training and Recruitment 8

- **Rugby Legend - David Campese**
 - Hunter Rugby and the Wildfires are delighted to have the support of David Campese. Campo's contract means that he is able to support and work with The Wildfires, Hunter Rugby and Hunter Juniors. An important component of the Wildfires General Manager responsibilities includes maximising, without 'taxing' the significant contribution and support he brings all aspects of Rugby throughout the Hunter region.
- **Current & Past Rugby Player & Influencer Relationships**
 - Hunter Rugby and the Wildfires enjoy strong relationships with Rugby legends off and on the field who are willing to offer their support – introduction to, and appropriately leveraging these opportunities when timely is critical in supporting the success of a variety of initiatives.
- **Our Indigenous Partnership**
 - Hunter Rugby, in conjunction with Rugby Australia, are currently delivering their second Reconciliation Action Plan (RAP) and continually work on strengthening our commitment to reconciliation in Australia. Building sustainable Rugby programs for Aboriginal and Torres Strait Islander peoples and celebrating existing Indigenous Rugby initiatives are key components of making Rugby a game for all Australians. Rugby Australia is on a mission to unearth Indigenous talent aged 14-24 across the country. The next Dreamtime goal will be selection for the Australian Sevens teams to compete in the 2024 Olympics.
- **A Commitment to Growth & Inclusivity**
 - We have a very strong and growing Women's Competition, evidenced by The Wildfires participation in the Jack Scott Cup. Hunter Rugby is a recognised world leader in establishing a proactive approach to strengthen and support Women's Rugby throughout the Hunter, and is thus an active supporter of the fastest growth area of the Game. In 2019 Hunter Rugby was the first competition worldwide to include points from the Women's Competition in overall Club Championship results – providing a practical and powerful demonstration of our focus on inclusiveness and our belief in the long-term sustainability of Women's Rugby.
- **Charitable Outcomes**
 - Hunter Wildfires not only support and champion important causes in the Hunter region, we need the support that our annual events realise. A successful GM candidate will understand and respect the importance of both relationships and how they factor into the Wildfires goals and success.
- **Player Support**
 - Play an active leadership role to support the coaches and players in the Wildfire Teams and encourage new talent coming to our region and playing in the Hunter.
 - Game Day operations – management and co-ordination.

If you feel the role of General Manager, Hunter Wildfires is one you're ready to tackle, Please contact us for a confidential conversation or send your application as per criteria on next page.

Mark Edmunds – Chairman, Hunter Wildfires
chairman@hunterwildfires.com.au

We look forward to hearing from you.
Yours in Rugby, Hunter Wildfires



In Difficult Times, Opportunity Knocks – Get In Touch

If you have been invited to apply, please respond with:

- Detailed CV outlining how your experience fits with our requirements
- Cover Letter outlining your ability to meet core responsibilities
- Please also respond to the following two questions central to the role:
 - Provide an example of how you developed and prioritised a growth strategy in a previous position, and/or address your approach to creating a growth strategy for community sport
 - If successful, you'll be responsible to a Board and leading a group of loyal paid employees and dedicated volunteers – please provide a brief understanding of your approach to, or outline your experience in, reporting to a Board. Plus let us know something about your leadership style and how you would work to motivate, retain and engage a team comprising both paid and unpaid staff.

Hunter Rugby aims to be the benchmark Club Rugby Competition in Australia by building a sustainable structure to grow participation across all levels and genders. By working with, and empowering our Clubs and Communities, and by ensuring preparedness in our players, coaches, volunteers and administration, we are positioned to identify, capture and leverage all opportunities that arise from a 'new normal'. We are secure in our vision.

The Values that drive us:

- Passion – for the Game of Rugby
- Integrity – underpinning our motives
- Achievement – high standards at the core of all we do
- Respect – valuing self, peers and Community
- Teamwork – uniting us on and off the field
- Transparency – in all we do

The Vision we work to:

- Supporting and growing our Rugby family
- Celebrating the values unique and inherent to the Game throughout our Community
- Creating long term sustainability and enthusiasm for the future of Rugby in the Hunter
- Inspiring our youth to value their heritage in the Hunter
- Building competitive pathways that encourage local pride in our Region and our Teams

Hunter Rugby genuinely celebrates and promotes the great opportunities and inclusivity that our sport brings to each area of the Hunter. From ensuring the rich history of the Game in each of our Clubs lives on, to understanding how generations need change and adapting to that change – we appreciate the identity and purpose Rugby gives to our Communities. Our Players, Coaches, Officials, Volunteers, Administrators, Sponsors, Fans and Families, all benefit, all participate and all contribute.

To ensure the longevity of our Community engagement and to protect our competitiveness and that of our Corporate Partners, Hunter Rugby will remain proactive and continue to invest in some key areas:

- Family & Fan Engagement & Education – to increase participation of our Juniors
- Inclusivity – supporting and championing the rise of the girls and Women's Game
- Connecting – our Senior & Junior organisations and management more closely to create crucial pathways and stem the tide of player attrition
- Promote – the core values that Rugby presents to all those who participate, on and off the field
- Engage – our Communities actively in Club participation
- Inspire – our supporter base to champion our teams and competitions
- Activate – our communications and social media channels like never before
- Ensure – a unified approach for our players, officials, stakeholders, Clubs and volunteers
- Value – our Corporate Partners and supporters and be proactive in supporting their businesses
- Commit to Success

Yours in Rugby