



**GENERAL MANAGER
AYRSHIRE BULLS FOSROC SUPER 6**

RECRUITMENT PACK





ROLE ADVERT

In the heart of Burns Country, the Ayrshire Bulls run out of Ayr Rugby Club, who were established in 1897.

Ayr Rugby Club is one of Scotland's most successful rugby clubs, with a track record of success both on and off the field. Building on the success of the previous Club 1st XV's, the Ayrshire Bulls were the 2021 FOSROC Super6 Champions.

With our values of Respect, Enjoyment, Achievement and Lifestyle, we have a vision of being "An inclusive Club at the heart and the centre of the community". As a club our vision is "To establish solid foundations that ensure that rugby is in the best position to continue to flourish in all aspects of the game, for all, whilst contributing towards education, health, wellbeing, employment, discipline and inclusiveness across the Ayrshire community". Our club has a wide range of community events and programmes, along with our youth section for male and female players/teams, our men's and women's amateur teams and at the top of the club sits our part-time professional team, the Ayrshire Bulls, who compete in the FOSROC Super6 competition.

To enhance the commercial positioning of our Super6 side an exciting opportunity has arisen to become the Ayrshire Bulls Super6 off-field 'General Manager'.

The successful candidate will lead on all off-pitch areas for the Ayrshire Bulls. They will lead the off-pitch team and be accountable for delivering commercial growth, maintaining current and generating new income streams that includes the current partnerships/sponsors we have, match day operations and experience, ticketing, and public engagement.

Applications in the form of a CV and covering letter should be submitted to Billy McHarg: trustees@ayrrugbyclub.co.uk via email and should outline your relevant skills and experience for the post.

Closing Date: Friday 10th February, 5pm.



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GENERAL MANAGER

Reporting to: Ayrshire Bulls Super6 Board

Work Pattern: Full-time, flexible working inc. weekends and minimum 40 hours p/week

Contract Type: Fixed term

Salary: iro £35,000 -£45 000

Location: Millbrae, Ayr

Role Purpose

The post holder will lead the off-pitch team and be responsible for all the Ayrshire Bulls FOSROC Super6 off-field activity. The person will be accountable for implementing the FOSROC Super6 strategy against agreed, with Scottish Rugby, objectives.

These objectives include, commercial growth, match day operations and experience, ticketing, and public engagement. To maintain success both on and off the pitch, this senior leadership role is key within the Ayrshire Bulls.

The job holder will work with the Ayrshire Bulls Super6 Head Coach and Board in fostering a professional environment and culture for high performance, success, and future growth. A sporting or rugby background is not essential if the applicant has a proven commercial track record.



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Key Deliverables:

Further develop existing & develop new revenue streams, notably sponsorship, match-day and events

Lead the Ayrshire Bulls off-pitch team for events, hospitality, ticketing, and merchandise

Lead the operations team to communicate with key FOSROC Super6 suppliers to ensure they provide quality, timeous, cost-efficient services

Lead the Marketing and Media strategy on further developing and fulfilling a communications that engages Ayrshire Bulls partners, sponsors, and supporters to enhance the Ayrshire Bulls, brand awareness and hence revenue generation

Stakeholder Management:

Establish networks that will build the sponsor and potential sponsor database with a view to harnessing collective FOSROC Super6 teams' opportunities

Develop fulfilment initiatives for Ayrshire Bulls sponsors and partners that deliver tangible values and outcomes

Lead on partnerships with external stakeholders such as UWS (university partner) and South Ayrshire Council (Local authority).

Work collaboratively with Scottish Rugby's employees including, Commercial, Communications, Marketing, Events, and Media teams to achieve success for the FOSROC Super6 tournament

Report to Scottish Rugby on a regular basis on KPIs



KEY RESPONSIBILITIES

Ayrshire Bulls Super6 Club Management

Lead on all FOSROC Super6 match day planning & operations

Support and Lead Ayrshire Bulls off field team, this covers areas such as media, marketing, merchandise, hospitality, ticketing, Health and Safety

Working with Ayrshire Bulls Head Coach, hold regular Super6 Board meetings, to update Board on all off-field and on-field matters.

Working as a team and with Ayrshire Bulls Head Coach, hold regular meetings, to update each other on all off/on pitch matters

Support the Ayrshire Bulls Head Coach and coaching team, including Medical and S&C, to support the delivery and achievement of off field rugby objectives





CLOSING DATE:

FRIDAY 10TH FEBRUARY, 5PM

Applications and for further information, please email:

trustees@ayrrugbyclub.co.uk

You should outline your relevant skills and experience for the post.

