



STAFFORDSHIRE RUGBY UNION MEN'S RUGBY LEAD

Do you understand the opportunities and pressures facing adult men's community rugby?

Can you build trusted relationships with clubs, listen to different views and turn concerns into practical action?

Are you able to take a county-wide perspective and help Staffordshire clubs retain players, sustain teams, grow participants and create appropriate playing opportunities?

Nature and scope of the role

Adult men's rugby remains the cornerstone of the community game in Staffordshire. It provides the core playing activity for many clubs and supports their social, financial and volunteering strength.

However, unlike other areas of the game, adult men's rugby has not traditionally had a dedicated county lead focused on its development, representation and long-term health.

Staffordshire Rugby intends to change that.

The Men's Rugby Lead will be responsible for the strategic development, retention and sustainability of adult men's rugby across the county.

The role will be a member of the Staffordshire Rugby Management Team and will ensure that the needs of the men's game are properly understood and represented within county planning and decision-making.

Principal responsibilities

Provide strategic leadership

- Develop and oversee a Staffordshire Men's Rugby Action Plan.
- Identify the main challenges and opportunities affecting the adult men's game.
- Support Head of Game Development in their role as a leader of On Field game act
- Represent men's rugby at Staffordshire Rugby Management Team meetings, where necessary
- Contribute to the delivery of Staffordshire Rugby's RFU Partnership Agreement and Player Retention Plan.
- Take a county-wide view, balancing the needs of different clubs and levels of the game.

Understand and support clubs

- Build strong relationships with club chairs, directors of rugby, coaches, captains and team managers.
- Maintain an understanding of the health of men's rugby across Staffordshire.
- Identify clubs experiencing falling player numbers, team withdrawals or repeated fixture difficulties.
- Help clubs share good practice and work collaboratively where this strengthens the game.

Improve player recruitment and retention

- Help clubs understand why players leave or reduce their participation.
- Support initiatives to retain players and bring lapsed players back into the game.
- Promote welcoming and enjoyable environments for players of all standards.
- Use available participation and fixture information to identify trends and priorities.
- Support clubs in developing practical player retention activity.

Strengthen the transition into adult rugby

- Work with the Boys Lead & Colts Transition Manager to improve the transition from U18 rugby.
- Encourage clear and supported pathways into senior training and competition.
- Help clubs identify ways to maintain contact with players who leave the area for university, work or further education.
- Identify and address the reasons why players are lost at this important stage.

Develop appropriate playing opportunities

- Work with the Competitions Lead to ensure that competition structures support participation and retention.
- Consider the needs of first teams, lower XVs, merit teams, veterans and social players.
- Encourage flexible opportunities where traditional league rugby does not meet player needs.
- Support formats such as merit rugby, social rugby, veterans rugby, Friday night rugby, T1 Rugby and pitch-up-and-play activity.
- Help clubs find practical solutions where teams are struggling to fulfil fixtures.

Promote standards and rugby values

- Promote TREDs
- Encourage positive relationships between players, coaches, clubs and match officials.
- Support Staffordshire Rugby's work to improve behaviour and reduce abuse of officials.
- Promote player welfare & RugbySafe guidance.
- Encourage responsible return-to-play practices, by both players, teams and clubs.

Raise the profile of men's community rugby

- Celebrate success at every level, not only first-team rugby.
 - Highlight the contribution of lower XVs, merit teams, volunteers and returning players.
 - Work with Staffordshire Rugby's communications team to share positive stories.
 - Promote county competitions and other playing opportunities.
-

Key relationships

The Men's Rugby Lead will work closely with:

- Staffordshire Rugby Chair and Management Team
 - Head of Game Development
 - Competitions Lead
 - Boys, Women, Girls & Schools Leads
 - Club Representatives
 - Staffordshire Rugby Union Society of Referees
 - Club chairs, directors of rugby, coaches, captains and team managers
-

Person specification

The successful candidate will ideally demonstrate:

- A strong understanding of adult men's community rugby.
 - Experience of working with clubs, volunteers or community organisations.
 - The ability to develop relationships and influence a range of stakeholders.
 - Strong communication, listening and problem-solving skills.
 - The confidence to offer clear and constructive opinions.
 - The ability to take an objective, county-wide view.
 - A commitment to the core values of rugby.
-

What will you gain from this role?

- The opportunity to shape the future of adult men's rugby across Staffordshire.
- Membership of the Staffordshire Rugby Management Team.
- The chance to help clubs retain players and sustain teams.

The satisfaction of strengthening an important part of the community game.

Appointment and commitment

The role will be appointed for an initial term of three years, or such other period as agreed by Staffordshire Rugby.

The role will involve attendance at Management Team meetings, communication with clubs and occasional visits to rugby activity across the county.

The postholder will be expected to comply with Staffordshire Rugby and RFU policies, procedures and codes of conduct.