







General Manager - Community Rugby Participation & Development

The General Manager (GM) - Community Rugby Participation & Development is responsible for leading NZR's national approach for growing participation and the development of community rugby coaches and referees.

This role provides national level leadership, strategic planning, systems thinking and management to ensure that we have a thriving community game here in New Zealand. The role will lead a number of subject matter experts and teams to deliver outcomes across participation, coach and referee development, training and education, injury prevention and critical community rugby services. The role will work in collaboration with relevant NZR team leaders as well as support Provincial Union and other stakeholders in the development and execution of their community rugby plans for participation and development.

 Location	 Team	 Leader	 Employment Type	 Direct Reports	 Span of Control
Wellington / Auckland	Rugby Delivery	Chief Rugby Officer	Permanent / Full Time	5	17
Key Stakeholder Groups Internal: NZR staff External: PU Community Rugby Managers, Oceania Rugby Development Staff, World Rugby Development Staff, Academic coaching practitioners and educators, SportNZ Sport Development Leads					

What You Do

Participation Development

- Lead NZR's approach to fostering community participation through a participant centred approach.
- Lead and support the development and execution of the national participation plan and programmes of work that enhances the safety and appeal of game design, competition delivery and supportive club/school environments in collaboration with the relevant Rugby Delivery business units (e.g. Women and Girls, Injury prevention).
- Lead and support Provincial Unions, Māori Rugby Councils, and Associate Members in the execution of their participation development plans.

Coach and Referee Development

- Lead NZR's approach to fostering community coach and referee recruitment, retention and development.
- Lead and support the development and execution of the national coach and referee development plans.

- Ensure NZR maintains alignment with World Rugby, Oceania Rugby and SportNZ's Coach and Referee Development approaches where relevant.
- Lead and support Provincial Unions, Māori Rugby Councils, and Associate Members in the execution of their coach and referee development plans and workforce development.
- Collaborate with NZR's High Performance leads to ensure community rugby is aligned and enabling high performance coach and referee development outcomes.

Training and Education

- Lead NZR's approach to the development and delivery of effective training and education for community rugby players, coaches, referees and other critical volunteer groups.
- Ensure NZR remains committed to best practice training and education approaches, learning management systems and tools.
- Lead and execute the national training and education plan that supports the development of an effective paid and volunteer coach and referee development workforce.

Community Rugby Systems Support

- Lead NZR's response to the development and delivery of effective community rugby regulatory development and reviews.
- Oversee the development of NZR's membership and competition system.
- Ensure that NZR meets the delivery requirements of membership and safeguarding systems support.
- Oversee the sanctioning of Provincial Unions, Associate Members, and Independent Providers for the safe delivery of rugby events.
- Oversee the delivery of competition management support for national competitions.
- Oversee the development and delivery of participation insights to inform the Community Rugby Team.

Injury Prevention & Wellbeing

- Lead NZR's strategic approach to injury prevention and wellbeing across community rugby, ensuring initiatives support participation growth, player welfare, safe environments and long-term sustainability of the game.
- Provide leadership and oversight of the Injury Prevention & Wellbeing (IPW) programme to ensure effective delivery of agreed outcomes.
- Oversee NZR's strategic partnership with ACC relating to injury prevention and wellbeing, including partnership planning, contract renewal and delivery against shared objectives.
- Oversee development and execution of the NZR-ACC Injury Prevention & Wellbeing roadmap and associated programme priorities.
- Provide governance and oversight of programme delivery, including approval and monitoring of annual project charters, reporting obligations, performance measures, risks and compliance requirements.
- Oversee investment, budgeting and resource allocation associated with injury prevention and wellbeing programmes.

What You Bring

Key experience and skills include:

- Proven system leadership of community sport at a national or regional level.
 - Proven strategic planning, programme and project management skills.
 - A technical and tactical understanding of the game of rugby.
 - Understanding of modern coaching and educational pedagogy in either the coach or referee area.
 - Expert presentation and facilitation skills.
 - Strong evaluation and reporting skills.
 - Proven ability to lead others and skilled in giving feedback and helping others improve performance.
 - Excellent relationship management skills.
 - Excellent communication skills, both written and verbal.
 - A tertiary degree in a management discipline and/or sport related area.
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