



**NORTHLAND RUGBY  
FARAH PALMER CUP (FPC) HEAD COACH  
POSITION DESCRIPTION**

<b>JOB TITLE:</b> Northland Rugby FPC Head Coach	<b>DEPARTMENT:</b> High Performance
<b>REPORTS TO:</b> High Performance Manager	<b>DATE:</b> 14.04.2026

**PURPOSE OF THE POSTION:**

Northland Rugby Union has bold but achievable ambitions to become New Zealand's leading Provincial Union across multiple performance measures. Central to this vision is developing a sustainable, winning environment built on strong local talent.

The FPC Head Coach will lead the preparation and development of the Northland Kauri while driving winning performance, taking responsibility for delivering Northland's FPC campaign and leading the FPC management team.

Northland Rugby expects its people to reflect the values of our province with integrity, professionalism, and pride. We strive to play a brand of rugby that inspires our community, while developing strong, capable women who proudly represent Te Tai Tokerau.

	<b>FPC HEAD COACH</b>
<b>Key Results Areas</b>	<b>Expected Performance Outcomes</b>
<i>Leadership</i>	<ul style="list-style-type: none"> <li>• Establish a team vision and team values, standards and protocols that fit within the goals of Northland Rugby.</li> <li>• Ensure that there is a shared understanding and adoption of the team vision, values, standards and protocols by all Team and Team Management members.</li> <li>• Model the Northland Rugby team values, standards and protocols at all times.</li> <li>• Provide leadership of the team and team management through effective interpersonal communication and the ability to address difficult problems and decisions appropriately.</li> <li>• Build and maintain strong working relationships with the Team and Team Management, both individually and as</li> </ul>



	<p>a group, using a range of communication styles and media tailored to the individual and the message.</p> <ul style="list-style-type: none"> <li>• Demonstrate personal credibility, honesty, high integrity, and show an ability to handle pressure and stress appropriately.</li> </ul>
<i>Squad Selection, Team Selection &amp; Preparation</i>	<ul style="list-style-type: none"> <li>• Identify all players in contention for selection for the Northland FPC team.</li> <li>• Monitor and assess the performance of all players in contention for selection.</li> <li>• Select a squad of players for the Northland FPC Team</li> <li>• Maintain discretion and confidentiality regarding Squad and Team selection consideration, including discussions with players about their performance.</li> <li>• Communicate with players identified as being in contention for selection but not selected regarding their non-selection.</li> <li>• Lead selection of the playing team with Assistant Coaches to play each match from within the selected initial Northland FPC squad, and any approved replacement players.</li> </ul>
<i>Team Method</i>	<ul style="list-style-type: none"> <li>• Prepare a comprehensive selection plan, and a periodised coaching and training programme for the team, with input as necessary from Team Management and the Northland Rugby as appropriate and/or required.</li> <li>• Work closely with the team Strength and Conditioning Coach to ensure that the players are provided with an appropriate Strength and Conditioning programme for them to attain the required level of fitness.</li> <li>• Ensure that, following consultation and advice from the team doctor, each player's welfare and health and safety is given priority at all times.</li> </ul>
<i>Strategy &amp; Planning</i>	<ul style="list-style-type: none"> <li>• In conjunction with the Performance Analyst             <ul style="list-style-type: none"> <li>○ Fully utilise all available technologies to analyse, understand and develop individual and team performance.</li> <li>○ Conduct in-depth analysis of individual players, the team and the opposition.</li> <li>○ Develop appropriate game plans, review and measure individual and team performance against these plans.</li> </ul> </li> </ul>



<p><i>Effective Team Training</i></p>	<ul style="list-style-type: none"> <li>• Responsibility for coaching <b>a specialist area</b> and the team as a whole as appropriate.</li> <li>• Lead team training planning with support of other relevant support staff</li> <li>• Responsibility to ensure there is connection and cohesion between all coaches and support staff to ensure effective team trainings</li> <li>• Use and facilitate the use of technical specialist coaches where required.</li> </ul>
<p><i>Team Discipline</i></p>	<ul style="list-style-type: none"> <li>• Lead the development of clear and appropriate team protocols and standards in conjunction with team management and players.</li> <li>• Ensure that the established team protocols and standards are met and maintained, and deal effectively and appropriately with any breach or conflict.</li> <li>• Ensure that the team maintains an appropriate standard of discipline both on and off the field.</li> </ul>
<p><i>Player Development &amp; Appraisal</i></p>	<ul style="list-style-type: none"> <li>• Provide support to any Northland HP players in the team for the Professional Development Programme.</li> <li>• Undertake and record player performance expectations with each player before the campaign.</li> <li>• Monitor and assess individual player performance and development, including use of rugby analysis tools and any other analytical tools during the campaign as directed.</li> <li>• Provide regular performance and development review feedback to each player with reference to match analysis information during the campaign.</li> <li>• Complete and record player performance reviews with each player at the end of the campaign, and provide to NZ Rugby a copy of each completed performance review document.</li> <li>• Provide accurate assessment of players' ability, performance, potential and areas for development to the player and NZ Rugby.</li> <li>• With support from the NRU, encourage the development of player's leadership and self-reliance qualities.</li> </ul>
<p><i>Media</i></p>	<ul style="list-style-type: none"> <li>• Contribute and adhere to the media policy developed for the Northland Rugby Union, (TV, radio and print).</li> <li>• Be available and responsive to media requirements and requests to comment on Team matters as agreed and where appropriate.</li> </ul>



	<ul style="list-style-type: none"> <li>• Act in a positive, professional manner with the Media.</li> <li>• Develop and foster positive professional relationships with media representatives.</li> <li>• Develop and foster a positive and appropriate media profile including participation in media activity such as interviews, photographic, filming and/or recording sessions as reasonable and appropriate.</li> <li>• In conjunction with the Team Manager &amp;/or Communications Manager, ensure all players have appropriate availability and access to the media.</li> </ul>
<i>Referees</i>	<ul style="list-style-type: none"> <li>• Keep abreast of all game law changes and competition rules.</li> <li>• Ensure that players and management have an expert understanding and respect for the laws of the game. Facilitate the appropriate application of these laws through effective and regular communication with players, referees and match officials.</li> <li>• Maintain sound, professional working relationships with referees and touch judges.</li> <li>• Provide constructive feedback and views for referee match performance assessments as required, and otherwise ensure that appropriate established channels are utilised to provide feedback on referee performance.</li> <li>• Ensure acceptance of referee decisions and acknowledge constructive referee feedback received.</li> </ul>
<i>Commercial</i>	<ul style="list-style-type: none"> <li>• Facilitate and participate in promotional or commercial activities with sponsors as required by Northland Rugby from time to time.</li> <li>• Develop and foster positive and accessible relationships with sponsors.</li> <li>• Ensure the contribution that all sponsors make to Northland Rugby is recognised at every appropriate opportunity.</li> <li>• Work with Northland Rugby Commercial Manager to understand and ensure that commercial obligations of the Team are met.</li> <li>• Attend such meetings, seminars and/or briefing sessions as may be arranged at which your attendance is required from time to time.</li> </ul>
<i>Review</i>	<ul style="list-style-type: none"> <li>• Complete and submit an in-depth Coach's campaign report to the Northland Rugby within 4 weeks of the end</li> </ul>



	<p>of your Team campaign, covering all key aspects of the season, including;</p> <ul style="list-style-type: none"> <li>○ Monitoring of progress against team programme plan.</li> <li>○ Appraisal of the selection process.</li> <li>○ Team Management appraisal.</li> <li>○ Individual player appraisal.</li> <li>○ Identified strengths and weaknesses of the season campaign; with recommendations for the future.</li> <li>○ Meet Northland Rugby reporting requirements as required from time to time.</li> </ul>
<i>Scoreboard</i>	<ul style="list-style-type: none"> <li>● To develop a sustainable winning culture that achieves a minimum of top 6 finish after the round robin phase and the highest possible placing in the knockout phase, taking into account the requirements outlined above.</li> </ul>

**REPORTING RELATIONSHIPS:**

This job reports to:

- Northland Rugby High Performance Manager with regard to operational matters relating to the FPC Team, employment duties, employment relationship matters and promotional activity.

**RELATIONSHIPS/INTERACTIONS:**

<b>External</b>	<b>Internal</b>
NZR personal including NZR selectors Super Rugby Aupiki Staff High potential young athletes Parents Secondary Schools Club Coaches Northland Sponsors TID Network	CEO Chairperson and Board High Performance Manager Northland FPC Coaches and Contractors Finance Manager Marketing and Commercial Manager Community and Operations Manager NRU Staff



**PERSONAL PROFILE:**

**QUALIFICATIONS AND EXPERIENCE:**

<p>Qualifications and Experience</p>	<ul style="list-style-type: none"> <li>• You will have had involvement with the game at senior levels and ideally have coached in the FPC competition (or similar national level domestic competition), the Super Rugby Competition (or a similar high level professional competition), or a New Zealand National team within the previous 12 months.</li> <li>• Demonstrated high level of knowledge of Rugby Union with specific regard to Coaching, High Performance athlete development, planning and performance technology.</li> <li>• Proven ability to create a vision, establish buy-in, execute and drive performance to achieve results.</li> <li>• Proven ability to lead and manage diverse teams and individuals.</li> <li>• Excellent presentation and communication skills with the capability of being the primary spokesperson for the team.</li> <li>• Strong commitment to professional development of staff and players.</li> <li>• High level of cultural awareness and capability to adapt to a unique environment.</li> <li>• Computer literacy relevant to the professional rugby environment e.g. Excel, keynote, HUDL, Sportscode</li> <li>• World Rugby Level 3 Coaching Accreditation or Union specific equivalent (or higher)</li> </ul>
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Reviewed and Approved by:

\_\_\_\_\_ (Signature) this date of \_\_\_\_/\_\_\_\_/\_\_\_\_

BRAD TE HAARA  
HIGH-PERFORMANCE MANAGER

\_\_\_\_\_ this date of \_\_\_\_/\_\_\_\_/\_\_\_\_

\_\_\_\_\_  
EMPLOYEE NAME