

JOB DESCRIPTION



Position Title	Black Ferns XV Head Coach
Business Unit	Professional Rugby & Performance
Reports to	NZR High Performance Player Development Manager - Women's
Location	NZ
Date	February 2026

New Zealand Rugby Overview

The vision for New Zealand Rugby is to Inspire and Unify New Zealanders. We have an ambition to be a world-leading sports organisation and enable all of rugby to be the best it can be.

New Zealand Rugby's purpose is to lead, grow, support and promote New Zealand's game. We strive for rugby teams in black that are unrivalled, a high-performance system that produces the world's best talent, competitions that fans love, and a community game that is strong and cherished. We are committed to New Zealand rugby being financially secure, attracting top partners and contributing actively to the global game.

New Zealand Rugby employs over 100 people. We're based in the Wellington head office, our Auckland office or in a variety of rugby roles throughout New Zealand. Responsibilities include management of our national teams, administration of our national competitions, and participation in international competitions including Test matches, as well as assisting community rugby throughout the country. The organisation has direct relationships with its members, including all 26 Provincial Unions, Investec Super Rugby and Super Rugby Aupiki entities, sponsors, partners and stakeholders such as the New Zealand Government.

New Zealand Rugby is one of New Zealand's largest sports organisations, with a team of employees committed to ensuring that our national game is run smoothly and effectively at all levels, all over New Zealand.

Purpose

The Black Ferns XV Head Coach is responsible for leading the team to success on and off the field, ensuring the Black Ferns XV is a high-performing, winning team. This will be achieved by:

- Establishing and delivering a high-performance rugby programme aligned with NZR's Women's High-Performance Plan.
- Providing technical and tactical leadership, driving player development and game strategy.
- Creating and maintaining a strong team culture that reflects NZR values and The Rugby Way.
- Developing constructive relationships with NZR, Super Rugby Aupiki, Provincial Unions, and other key stakeholders.

- Mentoring and developing assistant coaches and future coaching talent in the women's game.

Key Tasks:

Major responsibilities and accomplishments expected of the position are:

THE BLACK FERNS XV ARE A SUCCESSFUL WINNING TEAM	
Performance Area	Expected Performance Outcomes
Vision and Values	<ul style="list-style-type: none"> • Establish and uphold a team vision, values, and performance standards that reflect NZ Rugby's goals and The Rugby Way. • Ensure all players, coaches, and management understand, commit to, and embody the team's culture and behavioural standards. • Lead by example by role-modelling professionalism, integrity, and respect at all times. • Create an environment where player welfare, personal development, and high performance coexist.
Team Selection	<ul style="list-style-type: none"> • Lead the selection process for the Black Ferns XV, ensuring the best available players are chosen based on performance and potential. • Work collaboratively with NZR selectors, Super Rugby Aupiki, and Provincial Union coaches to monitor and evaluate players in contention. • Maintain discretion and confidentiality regarding selection decisions. • Provide clear communication to players regarding selection and non-selection, supporting their development. • Identify first-choice replacement players in the event of injuries and inform NZR accordingly. • Support NZR's high-performance strategy by tracking and reporting on the progression of identified talent.
Coaching Team Method	<ul style="list-style-type: none"> • Develop and implement a campaign plan, game plans, tactics, and playing style in alignment with NZR's high-performance vision. • Ensure the team's style of play aligns with the Black Ferns, creating a seamless player development pathway. • Oversee match preparation, including training schedules, opposition analysis, and performance reviews. • Collaborate with the coaching team to ensure consistency in messaging and execution. • Evaluate team performance and game strategy post-match, adjusting tactics and methods accordingly.

Coaching Individual Development	<ul style="list-style-type: none"> • Provide individualized coaching and feedback to ensure players develop their technical, tactical, mental, and physical capabilities. • Lead performance reviews with players, utilizing video analysis and statistical tracking to enhance learning. • Identify key development areas for players and tailor training programs to address them. • Ensure players have access to specialist coaching to refine their position-specific skills. • Stay updated on modern coaching trends, law changes, and best practices to ensure continuous evolution. • Create an environment where players feel empowered to take ownership of their development.
Player Management	<ul style="list-style-type: none"> • Ensure players' welfare, health, and safety are prioritized in collaboration with NZR's medical and performance staff. • Maintain a high standard of on-field discipline and support the Black Ferns XV Manager in upholding off-field standards. • Provide players with accurate assessments and structured feedback on their performances. • Ensure seamless player transitions post-campaign, sharing technical, tactical, physical, mental, and medical insights with NZR and relevant teams. • Upload player performance and development information into NZR's player management system (Smartabase).
Match Officials	<ul style="list-style-type: none"> • Establish and maintain strong professional relationships with match officials. • Stay informed on game law changes and competition regulations, ensuring players understand and adapt accordingly. • Foster positive communication and mutual respect between players and referees. • Work with the coaching team and players to apply law interpretations effectively to gain competitive advantages.

LEADERSHIP AND OFF FIELD PERFORMANCE	
Performance Area	Expected Performance Outcomes
Leadership	<ul style="list-style-type: none"> • Maintain a strong public profile as a representative of NZR and the Black Ferns XV. • Provide leadership, mentorship, and guidance to players, coaching staff, and management. • Uphold and drive team culture and behavioural standards across all levels. • Demonstrate integrity, resilience, and strategic decision-making under pressure. • Foster an environment that balances high performance with player wellbeing.
NZ Rugby, Super Rugby Aupiki and Provincial Union Integration	<ul style="list-style-type: none"> • Build strong working relationships with Super Rugby Aupiki and Provincial Union coaches to align development pathways. • Actively engage in NZR's high-performance initiatives and contribute to women's rugby development strategies.

	<ul style="list-style-type: none"> • Work with NZR's High-Performance team to ensure alignment with the Black Ferns programme.
Media	<ul style="list-style-type: none"> • Represent the Black Ferns XV in media engagements, ensuring professional and strategic communication. • Foster positive media relationships, contributing to the growth and visibility of women's rugby. • Work with NZR's Communications team to manage media appearances, interviews, and content creation.
Commercial & Fan Engagement	<ul style="list-style-type: none"> • Support NZR's commercial partners and sponsorship activations. • Ensure players understand and meet their commercial and promotional obligations. • Engage with fans through public events, school visits, and community appearances, building connection and support for the team.
Fans	<ul style="list-style-type: none"> • Foster an environment where fans feel connected and engaged with the Black Ferns XV. • Support public training sessions and community appearances to strengthen relationships with supporters. • Work with management to coordinate school, hospital, and community visits. • Encourage players to be actively involved in club and school rugby events.
Administration and Reporting	<ul style="list-style-type: none"> • Together with the NZR High Performance Player Development Manager – Women's lead the Black Fern's XV Campaign and Performance planning documentation. • Submit campaign pre-briefs and debriefs, evaluating: <ul style="list-style-type: none"> ○ Team progress against the plan. ○ Selection process effectiveness. ○ Management performance. ○ Individual player assessments and recommendations. • Provide reports as required and participate in NZR planning and budgeting processes. • Carry out transition report meetings with relevant stakeholders in relation to the players' next campaign.
General	<ul style="list-style-type: none"> • Attend workshops and meetings as required by the CEO or NZR Management. • Undertake other coaching and management responsibilities and tasks as reasonably required from time to time to meet team and NZR objectives.

Key Relationships

<ul style="list-style-type: none"> • This position reports to: 	NZR High Performance Player Development Manager – Women's
<ul style="list-style-type: none"> • Other areas/people that report to this position's immediate manager: 	Black Ferns Team Management NZR Head of Women's High Performance NZR High Performance Pathways Manager

<ul style="list-style-type: none"> • This job's direct reports are: 	<p>Nil</p>
<p>External Relationships</p> <ul style="list-style-type: none"> • International Rugby Unions and Teams • World Rugby • Match Officials • Commercial Partners • Broadcasters • Media • Fans 	<p>Internal Relationships</p> <ul style="list-style-type: none"> • NZR Medical and Administrative Staff • Players • Other National Team Coaches • Super Rugby Aupiki Clubs • Provincial Unions