

**Job Title:** Rugby Development Officer

**Organization Consideration:** This position reports to President/VP

**Compensation:** \$50,000 to 60,000 annual salary

**Working Environment:** Irregular schedule based on event, school and game schedules. A lot of evening and weekend work is required during the Summer season. Planning and communication portion of role can be done remotely.

**Summary:** The Rugby Development Officer is responsible for developing and implementing outreach programs and initiatives aimed at promoting rugby engagement, education, and participation within the local community. This role involves building strong relationships with community organizations, schools, youth groups, and individuals to foster a positive rugby culture and increase the sport's presence and impact. The Rugby development Officer will manage a small team of liaison staff and work closely with the rugby organization's leadership team to create a cohesive strategy that aligns with the organization's goals and values.

**Responsibilities:**

- Design, plan, and execute innovative community outreach programs to introduce rugby to diverse audiences via local festivals such as Markham Fair, Santa Claus Parade, etc.
- Organize workshops, clinics, and training sessions to teach fundamental rugby skills, rules, and sportsmanship.
- Develop and coordinate indoor training programs/leagues during off-season in conjunction with section coaches
- Collaborate with local schools, community centers, and youth organizations to integrate rugby-related activities into their programs and/or host programs at MICRFC facility.
- Facilitate placement of "rugby liaisons" in public schools (feeders) to introduce rugby via "rookie rugby" clinics, curriculum in phys-ed classes, and to support intra and extra-mural programs
- Establish and maintain strong partnerships with community leaders, stakeholders, and organizations to expand the reach of rugby initiatives.
- Act as the primary point of contact for community inquiries, providing information about rugby programs and fostering a positive image of the sport.
- Organize and oversee rugby events, tournaments, and festivals that promote community engagement and active participation.
- Coordinate logistics, including venue selection, scheduling, equipment procurement, and volunteer recruitment.
- Liaise with college and university programs to promote MICRC and various scholarship and bursary opportunities
- Develop and implement marketing strategies to raise awareness of rugby programs and events within the community.
- Utilize social media, traditional media, and other communication channels to promote rugby-related activities.

- Collect and analyze data on program participation, impact, and community feedback to measure the success of outreach initiatives.
- Use data insights to refine and enhance future community engagement strategies.
- Work closely with coaching staff and team management to align recruitment efforts with team needs and strategies.
- Stay updated on evolving rugby trends and adapt recruitment strategies accordingly.

### **Qualifications**

- Strong network within the rugby community, including coaches, players, and programs.
- Bachelor's degree in sports management, community development, education, or a related field (or equivalent experience).
- Strong passion for rugby and a deep understanding of the sport's values and principles.
- Proven experience in community engagement, outreach, or development programs.
- Excellent communication and interpersonal skills, with the ability to connect with diverse audiences.
- Effective leadership and team management skills.
- Organizational and project management abilities, with attention to detail.
- Proficiency in using digital tools and platforms for marketing and communication.
- Flexibility to work evenings and weekends as required by community events.
- Knowledge of the local community and existing networks is a plus.
- Valid First Aid / CPR certificate
- Possess or be willing to complete Level 1 Coaching certification

The Rugby Development Officer plays a pivotal role in fostering a sense of belonging, camaraderie, and sportsmanship within the community while promoting rugby's growth and positive impact.

Join our team and contribute to our mission of assembling a talented and diverse club that embodies excellence both on and off the field. Apply now to be a part of our exciting journey!