



# Amesbury RFC – Director of Rugby

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## Purpose

The Director of Rugby at Amesbury Rugby Club plays a key role in shaping the adult playing teams development and long-term strategy. They oversee coaching, player recruitment, and performance management, ensuring the club thrives both on and off the field. Their leadership fosters a positive playing environment and helps uphold the club's values and traditions. Engaging with the local community and sponsors, they strengthen the club's presence and sustainability. Ultimately, they drive growth, ensuring players and staff reach their full potential while enjoying the sport.

## Key aspects of the role

- To report to the executive committee on rugby matters and make recommendations on improvements/investments
- Act as a member of the Club Executive Committee
- Strategic Planning & Development – Establishing long-term playing goals for the club, including player development, coaching standards, and overall rugby philosophy.
- Drive Recruitment & Retention of players, coaches and support teams – Identifying and attracting new talent while ensuring current players feel supported and motivated to stay.
- Coaching & Performance Management – Overseeing coaching structures, mentoring coaches, captains and managers, and ensuring training sessions and rugby operations are all able to deliver against agreed objectives.
- To support activities designed to harness 'One Club' culture across all sections of the club
- To agree a rugby budget with the Treasurer on an annual basis and to work within that budget

## Is this role for you?

If you're passionate about rugby, enjoy developing people, and can bring teams together behind a shared vision, this role could be for you. The Director of Rugby should be an approachable and collaborative leader with a strong understanding of the game and the ability to support players, coaches, and volunteers across all sections. They will help shape the club's rugby culture, standards, and long-term development both on and off the pitch.

To find out more about this role, please contact the Club Secretary via [amesburyrfc.secretary@gmail.com](mailto:amesburyrfc.secretary@gmail.com)