

Club Recruitment and Marketing Manager

The Club Recruitment and Marketing Manager is in charge of recruiting not only players and coaches, but also all off-field help from committee members to first aiders, through developing schemes and advertising, as well as working with the WRU

What kind of person should you be?

1. **A 'people' person-** the Recruitment manager should not only be able to work with all different types of people, but also understand how a person's skill set is best utilized within the club structure.
2. **Communicative-** being able to communicate efficiently and effectively through many form of communication, such as telephone, email and social media, is a vital skill needed as a recruitment manager
3. **Strong interpersonal skills-** and relationship management is essential to the success of effective recruitment.
4. **Understanding the needs of the club-** Knowing where there is a gap in volunteering within the club is a vital part of knowing who to recruit and why.

The core responsibilities

1. **Volunteer recruitment-** Depending on the demands and needs of the clubs, the recruitment manager must find and recruit new volunteers through various means, including organising volunteer days and drives.
2. **On-field recruitment-** Working closely with the club committee and current on-field team, the recruitment manager is tasked with finding and recruiting players and coaches where the club needs and wants it
3. **Design and implementation of initiatives-** to bring in more volunteers and players, the recruitment manager is in charge of designing and implementing new recruitment drives, such as recruitment days, whilst working with the WRU to maximise interest in the club.
4. **Role designation-** when a new volunteer is either applying or accepted into a role, it is the recruitment manager's job to ensure that all new members are aware of their roles and responsibilities.

The Commitment from You

1. Completely dependent on the needs and goals of the clubs, which can range from weekly work year round, to a few off-season months as an initial driving force in large recruitment drives.
2. It is suggested a minimum of 1 season is worked (a 9-month period) to best understand the clubs needs and wants.

What do you get out of it?

Great experience and fulfilment working with every role within a rugby club and learning more about the inner workings of a club. This role comes with a very high level of satisfaction with great support from the WRU.

