



Ellon Rugby SCIO *Development Officer*

Ellon Rugby is a community rugby club in Northeast Scotland, situated 17 miles North of Aberdeen since 1977. Ellon Rugby seek to appoint a Full Time Rugby Development Officer (DO) to help drive the growth of youth and junior rugby in both the boys and girls' game at the Club. The DO shall have primary responsibility for the development and delivery of a rugby programme embedded into local Secondary School Academies and associated targeted cluster Primary Schools for each. The position is key to helping the club meet its strategic goals around youth and junior rugby, long term player development, and community sustainability.

Salary: £24,200

Closing date: 21st April 2023

Key Responsibilities:

- Increase playing participation at Ellon Rugby and local schools for both boys and girls rugby across key transition and target age-groups.
- Support the creation and implementation of a Club Development Plan, including a refresh and rebranding of "The Ellon Way".
- Work in partnership with a range of agencies to raise the profile of rugby in the local community.
- Deliver high quality coaching sessions to club and associated cluster schools and community groups, maintaining professional standards of appearance, behaviour and delivery aligned to our Club and Scottish Rugby's Caledonia North Cultures, Values and Behaviours.
- Organise and facilitate opportunities for developing club coaches, working with Scottish Rugby's Caledonia North Coach Development Officer and their regional Training and Education workforce.
- To work directly with vulnerable young people, identified through partnership working with local agencies;
 - Provide these young people support, diversionary activities and opportunities for personal development and coaching.
- To assist with the co-ordination and then manage (as agreed with DoR) rugby events, festivals and holiday programmes.
- To create links between the club, schools and local communities establishing clear opportunity and pathways for players of all ability to progress in line with Long Term Player Development plans.
- To support the Regional Workforce Development Plan by training to become acquainted with Scottish Rugby's Training and Education pathway, in order to support and deliver various rugby specific workshops, "Coaching Essentials" courses and "Aspiring Coaching Programme" courses within the wider Caledonia North rugby community.

Please find attached for your reference the following documents:

1. Ellon Rugby DO Job Description
2. Ellon Rugby DO KPI's

For more information or to apply please email a cover letter and CV to the Director of Rugby, Ellon Rugby, directorofrugby@ellonrugby.org

Closing date: 21st April 2023



Ellon Rugby SCIO

Club Development Officer

Job Profile

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| Job Title: | Club Development Officer (CDO) |
| Reports To: | Director of Rugby (DoR) |
| Hours of Work: | 35 hrs/week to be worked on a flexible basis as agreed with the Director of Rugby. |
| Salary: | £24,200/annum |

Purpose of Job:

To create a thriving structure within the Ellon Rugby catchment area through delivery of a targeted youth and schools programme promoting both the youth male and female game at Ellon and Mintlaw Academies along with 2-3 key primary cluster schools / Academy. This will ensure that a vibrant rugby environment is on offer to all interested parties and at the centre of sustainable rugby development in the community. To give young people the abilities and opportunities to develop their skills, lead a healthy lifestyle and grow personal competences in teamwork and leadership.

Key Contacts

- Director of Rugby
- SRU Regional Manager
- Youth & Junior Head Coaches
- Active Schools' coordinators
- Any applicable 3rd sector Community Leaders

Key Accountabilities

- Increase playing participation at Ellon Rugby SCIO and local schools across specific targeted age groups.
- Support the creation and implementation of a Club Development Plan, including a refresh and rebranding of "The Ellon Way".
- Work in partnership with a range of agencies to raise the profile of rugby in the local community.
- Deliver high quality coaching sessions to Ellon Rugby and associated cluster schools and community groups, through effective Coach Education.
- Organise and facilitate opportunities for developing club coaches, working with SRU's local Coach Development Manager and Regional SRU Coach Trainers and Educators.
- To work directly with vulnerable young people, identified through partnership working with local agencies;
 - Provide these young people support, diversionary activities and opportunities for personal development and coaching.
- To assist with the co-ordination and then manage (as agreed with DoR) sports events, festivals and holiday sports programmes.
- To create links between the club, schools and local communities establishing clear pathways for talented players to progress to performance and national level.

- To support the Regional Workforce Development Plan by training to become acquainted with Scottish Rugby's Training and Education pathway, in order to support and deliver various rugby specific workshops, "Coaching Essentials" courses and "Aspiring Coaching Programme" courses within local rugby community.

Key Performance Areas

Support the Implementation of Club Development Plan

- Work with The Club to create and then continuously improve the Club Development Plan and ensure links to regional development strategy and other national, regional and local strategies for sport/health improvement/social objectives/equality and diversity/W&G opportunities are maintained.
- Responsible for the delivery of The Club's Development Plan on the grass at Youth and Junior levels (Age Grade specific).
- Ensure the Youth and Junior Sections of the Club have an understanding and take ownership of the plan (where appropriate).
- Assist with the refresh and roll out of The Club's overarching Technical Blueprint – "The Ellon Way".

Increase Participation

- Develop links to local targeted cluster Primary and Secondary schools to create/extend opportunities to play rugby at Ellon through inclusive programmes for girls and boys, up to U18 level. Particular focus needs to be on gaps identified via SCRUMS to enable full participation within the National Youth Conference League Programme.
- Working with other partners to organise, coordinate and deliver programmes and events/festivals to promote rugby and recruit young people to the game at Ellon.
- Support the ongoing development of then Girls game whilst supporting the implementation Women's rugby at Ellon Rugby and wider throughout the region.
- Assist with the planning and implementation of a player development programme to increase player enjoyment and improve playing standards
- Support dedicated Tartan Touch team as required.
- Set up 4 "Club Days" per Season - organise a Youth and/or Junior event at the same time as the Seniors are utilising the training areas or are at home playing.
- Support the drive to increase referee numbers within the Club (Youth Section in particular)

Partnership Working

- Work with SRU Regional Development Manager to ensure The Club Development Plan is linked to Regional Development Plan and where appropriate represent club on any local Development Groups.
- Work with Active School Coordinators and school staff to ensure a strong pathway between local Primary and Secondary schools and The Club.
- Work with other Local Authority staff and any other stakeholders who can support The Club to deliver their plan e.g. sports development, tertiary education.
- Work with the two identified Secondary Schools to set up a "School Rugby" programme with a "Rugby Champion" at each.
 - This will eventually be self-running, supported by The Club (opportunity to play friendly fixtures between them).
- Work with The Club's Player Development Manager on the identification and development of Club players with potential.

Coaching

- Deliver high quality coaching sessions at Ellon, associated cluster schools and community groups. The focus shall be on delivering coaching sessions at these establishments – not on coaching established Ellon teams.
- Support the Club's Youth and Junior Head Coaches to organise and facilitate coach and referee education and development opportunities in partnership with the SRU and other agencies.

Monitoring and Evaluation, Marketing and Communication

- Record baseline data on club and school participation.
- Report progress against The Club's Development Plan and KPI's on a monthly basis. All reviews based on quantifiable measures
 - CDO supported with the implementation of a reporting and monitoring tool which DoR will be able to track and utilise for monthly reviews and management points.
 - The tool is designed to be linked directly to key areas of work and provide Club and SRU RM with "live" updates and feedback on impact and efficiency of work in the community.
 - As part of roll-out of new Training & Education pathway CDO will be expected to deliver 2x "Coaching Essentials" Courses.
- Work to increase The Club's profile in the community.
- Increase in retention of players at targeted Age Groups over 12-month period.
- R&R's set at the outset of the appointment, subject to review between the DoR and SRU RM and adjusted on agreement with CDO.
- Support the Club's SCRUMS Officer, Membership Rep and CPO to encourage 100% compliance for Coach and Volunteer registrations.
 - CDO able to support these people in sign-posting coaches, parents and volunteers to PoC's and assisting in Educating Club membership around Ellon Rugby + SRU process and policies.
- Assist with the refresh and regularly contribute to the various forms of Club communications (Pitchero, Facebook page, WhatsApp etc.)

Community Work

- Scope and delivery aligned to Caledonia North Regional Manager and Local Authority lead conversation and planning around localised Rugby support into Active Schools / Council programmes.

Scottish Rugby / Caledonia North Region

- Support the RM Team in the delivery of CN Girls' Series Events and playing opportunities.
- Caledonia North Regional Management Team to support key elements of personal and professional development for the Ellon CDO.
 - This will align to needs and wants from Ellon Rugby but always consider CN Cultures, Values and Behaviours ensuring the Ellon CDO represents the Club but is recognised as a key part of the wider CN Regional Team benefiting both the Club and CN Regional Strategies.
- As part of roll-out of new Training & Education pathway SRU's CN Coach Development Officer will work closely with the CDO to gain relevant certification to deliver Courses internally and across the Region.
- CDO will form an important part of the workforce development planning that the SRU Coach Development Officer will carry out with Ellon Rugby.
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This is not intended to be an exhaustive list of responsibilities and duties. It is expected that the post-holder will participate in other reasonable activities which may be required to meet the needs of this partnership agreement or for better fulfilment of the role.

PERSON SPECIFICATION
Club Development Officer

| Factor | Essential | Desirable |
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| Qualifications and Attainments | <ul style="list-style-type: none"> • “Aspiring Coaching programme” Qualification or equivalent • Sports related degree / qualification • Rugby Right Certified • Introduction to Match Officiating | <ul style="list-style-type: none"> • “Advanced Coaching Programme” Qualification or equivalent • First aid qualified (first aid in rugby – FAIR) |
| Experience & knowledge (in an employed or voluntary capacity) | <ul style="list-style-type: none"> • Coaching rugby across a wide variety of age bands and groups • Experience of working effectively with partners • Experience and knowledge of working with volunteers • Experience of working with vulnerable youngsters • Knowledge and understanding of sports development pathways Long Term Player Development (LTPD) • SRU Technical Blueprint | <ul style="list-style-type: none"> • Experience of working in a sports development environment • Knowledge of national sporting/physical activity initiatives & strategies • Knowledge and understanding of rugby development pathways • Aware of “Reaching Higher” targets and initiatives. • Knowledge and understanding of issues effecting rugby clubs |
| Competencies - Skills & Knowledge | <ul style="list-style-type: none"> • IT skills and experience • Ability to build effective working relationships • Excellent organisational skills • Excellent communication skills • Ability to prioritise competing deadlines and projects | <ul style="list-style-type: none"> • Leadership skills |
| Leadership | <ul style="list-style-type: none"> • Excellent interpersonal skills • Remains open to ideas • Establishes clear goals • Supports others • Moves others to action | |
| Managing Delivery | <ul style="list-style-type: none"> • Plans & prioritises workload – short & long term • Manages resources to ensure work completed efficiently • Achieves goals & meets deadlines despite obstacles • Pro-active in improving existing activities & processes. | |
| Change Management | <ul style="list-style-type: none"> • Promotes the need for change where applicable • Successfully adapts to and works effectively with changing situations • Works with a variety of individuals or groups • Maintains effectiveness and impartiality in uncertain or ambiguous situations. | |
| Communication | <ul style="list-style-type: none"> • Communicates with others in a positive and influential manner | |

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| | <ul style="list-style-type: none">• Good communication skills using a variety of methods available• Ensure that the most up to date and relevant contact lists are utilised. | |
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The preferred candidate will be required to complete a PVG check before taking up the post



| Area of Focus | KPI's |
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| General <i>(Club Development)</i> | <ol style="list-style-type: none"> 1. Promote CN Regional Development Team's Cultures, Values and aligned Behaviours 2. Support the creation and continuously improve the Club Development Plan and ensure links to Regional Development Strategy and other National, Regional and Local strategies for sport/health improvement/social objectives/equality and diversity/W&G opportunities are maintained. 3. Responsible for the delivery of The Club's development plan on the grass at Youth and Junior levels (Age Grade specific) via "The Ellon Way" principles. 4. Ensure the Youth and Junior Sections of the Club have an understanding and take ownership of the plan (where appropriate). 5. Support Ellon Rugby's Tartan Touch programme as required. |
| Partnerships and Community | <ol style="list-style-type: none"> 1. Representing the Club through regular attendance at local development and Regional advisory groups meetings, where required by the SRU Regional Manager. 2. Strengthen partnerships with key stakeholders and increase the club profile in the community: <ol style="list-style-type: none"> a. Assist in implementation of plan to engage vulnerable young people. 3. Scope and delivery of the Club's community programme aligned to RM + LA lead conversation and planning around localised Rugby support into Active Schools / Council programmes. |
| Schools & Youth | <ol style="list-style-type: none"> 1. Develop and maintain strong relationships and active lines of communication between Active School's Officer and PE / Teaching staff. 2. Delivery of high-quality targeted youth and schools programme at secondary schools of focus: <ol style="list-style-type: none"> a. Ellon Academy + Mintlaw Academy b. Primary focus on S1-S3 3. Delivery of targeted youth and schools programme at cluster Primary Schools: <ol style="list-style-type: none"> a. 2-3 key / targeted primary cluster schools per Secondary School b. Focus age-grades for cycle 1 and 2 needs to P4/5, P6/7 4. Design and record all session plans in a central location for review by Development Officer and SRU Regional Manager. |

| Area of Focus | KPI's |
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| | <ol style="list-style-type: none"> 5. CDO will, in conjunction with wider Caledonia North and Grampian DO network / workforce, deliver to Regional Schools playing opportunity framework and priorities. 6. Monitor and track rates of transition and retention of players from targeted youth and schools programme to the Club. Specifically: <ol style="list-style-type: none"> a. Individual rates per target School b. Individual rates at key transition points c. Supported by the Club's management structure, DO to ensure rates of retention are monitored against the Club's retention plan (new player arrival to registration on SCRUMS) 7. Skills development and holiday programmes: <ol style="list-style-type: none"> a. Run 3x successful holiday coaching Camps in October, Easter and Summer. b. Run player development programmes for club players on in-service days/school holidays. |
| Coach / Referee Education and Development | <ol style="list-style-type: none"> 1. Promote education and development opportunities by consistent communication to all coaches. 2. CDO to tie into CN Game Development Manager who will work with Club to define T&E needs across the Ellon Rugby community and then inform the Club's CCC + DO of direction and travel after full audit viewed against new SRU T&E pathway 3. CDO to inform Active Coach's list. CCC to manage function on SCRUMS 4. Youth Coaching programmes delivery tied into wider audit and delivery programme in conjunction with CN Coach Development Officer to ensure coach qualification compliance: <ol style="list-style-type: none"> a. 100% Mini / Micro age-group Coaches completed / certified to Coaching Essentials level (L1 equivalent). b. 100% Head Coaching teams, youth and senior Coaches completed / certified to Aspiring Coaching Programme or equivalent. c. First aid (FAIR) trained coaches at all age levels. 5. Support the development and delivery of a Referee Development Plan: <ol style="list-style-type: none"> a. Identifying current number and qualifications of active Society Referees. b. Identifying current number and qualifications of active Club Referees. 6. Support target growth figures for each |
| Women's & Girls' Rugby | <ol style="list-style-type: none"> 1. Supporting the Ellon Rugby Girls' Lead: <ol style="list-style-type: none"> a. Support the Club in establishing a dedicated Women's Section (Women's Lead, Coaches and Admin / Manager) b. Continue to develop the girls' rugby programme for U12, U14 & U16 players. 2. Support the RM Team in delivery of CN Girls' Series Events and playing opportunities <ol style="list-style-type: none"> a. Support attendance for Ellon Girls' at all 5 CN Girls' Series Events. |

| Area of Focus | KPI's |
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| Digital | <ol style="list-style-type: none"> 1. Assist with the development of a Media Strategy covering both traditional and social media: <ol style="list-style-type: none"> a. Development of social media channels and increase the number of followers in line with Club's Social Media growth targets. b. Promotion of the club at a local and national level in line with Club's Social Media growth targets. |
| Training & Education <i>(Personal Development)</i> | <ol style="list-style-type: none"> 1. As part of roll-out of new Training & Education the CDO will gain relevant certification to deliver Courses internally and across the Region. <ol style="list-style-type: none"> a. The CDO will form an important part of the workforce development planning that the SRU Coach Development Officer will carry out with Ellon Rugby SCIO. b. The CDO to attend SRU National Development Officer Training Days. c. As part of roll-out of new Training & Education pathway the CDO will be expected to deliver 2x "Essentials" Courses as designated by the SRU's CN Coach Development Officer. |

Notes:

1. KPI's to be reviewed on a regular basis
2. KPI's are subject to change/adjustment (with joint agreement of DoR, CDO & Scottish Rugby Regional Manager)