

“ Who’s the boss “

The Role of the Club Coach / Rugby Manager

Paul Shepherd

Introduction:

I decided to take on the task of writing a paper on the role of the Club Coach / Rugby Manager for the simple fact that my Club did not have any directives or job description for this position that I currently hold. (This is an unpaid position). At the time I took on the role the Club only had two level 2 accredited Coaches (including myself) and one level 1 accredited Coach and it was becoming increasingly difficult to supply the Club with quality junior and lower Grade Coaches. I decided to take on the task of recruiting and produce accredited Coaches with in the Club utilizing current senior players for the Juniors and recently retired players as senior Coaches. I was also able to convince the Club committee to pay the relevant fees required for accreditation and for Coach education courses. It was also necessary for me to lay down some ground rules ASAP as matters arose that were having a detrimental affect on team harmony and performance. The problem was that there were no set directives or policies as to whom were and weren't selectors, with Club administrators using their high profile to nominate themselves selectors. This issue was addressed and concluded with the Club Coaches having the final say on selection policies and on field related matters, however we were all answerable to the Club Committee.

* All Clubs have duty of care to provide A.R.U. accredited Coaches for all senior Grades and a minimum of pathway for junior Coaches.

Since the implementation of the position and role of the Club Coach/Rugby Manager a solid platform has been set to establish roles and responsibilities of all grade coaches at the Club. In previous years the senior Coaches were also the team's manager and provided an unnecessary workload that included team admin issues. With the introduction of the Club Coach this has allowed the senior Coaches to spend more valuable time on their primary role as head Coach and focus on the more tactical and technical aspects of Rugby. While the Club Coach assisted in recruiting and educating specialist support staff, He provided all Club grades with a fully manageable unit under his guidance.

Overview:

I will discuss in this paper the main duties and key responsibilities, along with key point indicators – KPI's which will assist in determining expected outcomes and achievable goals. Many determining factors will vary from one Club to another depending on the Club's size and structure. Although in most cases the Rugby Manager usually has the most Coaching experience and/or knowledge he should also seek to broad his own knowledge in the Sports Science area ie: human movements, biomechanic's, fitness, nutrition, strength and conditioning etc. Be aware that not all Clubs have the luxury or funds for specialist staff. Please absorb the paper as just a reference to assist your Club in formulating a solid base for the Rugby Manager to work from. Hopefully it can be tailored to suit your requirements.

* I must recommend a book by Ric Charlesworth titled “ *The Coach, managing for success* “ as well as a great read he also makes mention the issues facing selection and the correct approach.

Job title

Coaching Director/ Rugby Manager

Job description

The implementation and management of programs, Coaches and Players and other rugby related matters, at all Club levels that will assist in the education and development of coaches and players.

Duty Statement:

Main duties:

1. Primary responsibility as Head of coach of the Clubs first xv. (were applicable)

Key responsibilities:

- a. Initiate an annual training plan and Club playing philosophy for the up coming season. (In consultation with other senior Grade coaches).
- b. Organisation and recruitment of specialist coaches and support staff. ie skills coach, manager, physiotherapist, sports trainer, strength and conditioner etc.
- c. Devise and supervise off-season programs.
- d. Provide individual skills training when applicable.
- e. Long term and short term goal setting and expected outcomes.
- f. Assist in the preparation of representative players.
- g. Responsible to committee.

KPI

1. For first xv to contest the finals.
2. % Number of players selected for rep duties.
3. player retention numbers.
4. Monitor safety and injury numbers.
5. Monitor team harmony.
6. Increased skill level of individual players.

2. Assist, Develop and observe all Club Coaches.

Key Responsibilities:

- a. To assist and implement styles of play through out the Club
- b. To develop and advise on coach education programs.
- c. To provide guidance and a pathway for future coaches.
- h. To provide knowledge and information on Rugby related issues ie: change of laws, new coaching innovations and techniques.
- e. To provide feedback and evaluation on coaching performance.

KPI

1. Number of grades contesting the finals
2. To win the Club championship
3. Number of Coaches retained at end of the season
4. Number of Coaches selected for rep duties.
5. Increased numbers in accredited Coaches.

3. Talent identification and player recruitment.

Key Responsibilities:

- a. To assist the Club with identifying and recruitment of potential players and Coaches.
- b. To attend Rugby colleges, Schools to provide quality Rugby standards
- c. Attend Schoolboy Rugby Championships with the focus of recruitment.
- d. To provide new talent with the correct pathway through the grades.
- e. Assist in player contract negotiations.
- f. Ensure players are aware of breach of contract penalties and performance review.

* I am aware some players have their own manager to perform this task.

KPI

1. % Of number of junior teams and player numbers.
2. % Of players selected for rep duties.

4.To liase with state union to discus related issues.

Key Responsibilities:

- a. Periodical meetings with state union to discuss matters arising ie: season draw, Rep player selection policies etc.
- b. Where possible lecture at Coach Accreditation courses.
- c. Made available for rep Coaching duties

KPI

- 1.Positive relationship with state union members
2. Accreditation courses attended and lectured.

5. To provide direction and education for Club Development Officer

Key responsibilities:

- a. ensure skill and knowledge level of the Clubs Development Officer is adequate
- b. Provide tasking, feedback and evaluation.
- c. Devise workable programs for Development officer.

KPI

1. % of Schools on the Clubs programs.
2. % of Schools retained each year.
3. % of juniors and colts obtain from Schools.

6. Devise and implement Club selection policies.

Key responsibilities:

- a. In consultation with other senior grade Coaches devise and implement selection policies that are agreed to and recorded.
- b. Ensure Coaches advise players on selection policies and what is required by the player week in week out.

KPI

1. Player acceptance of policies.

7. Promote a safe and enjoyable playing environment.

Key Responsibilities:

- a. To ensure a safe home oval is supplied for both game day and training.
- b. Ensure a high profile is maintained in the local Rugby Community.
- c. Equipment checks and audit.

KPI 1. Acceptance in the Community.

8. Provide assistance on the development and skill enhancement of players on individual bases.

Key Responsibilities:

- a. Provide skill development on an individual bases where required ie: kicking, lineout throwing, tackling, passing etc.
- b. Devise and evaluate a program designed to enhance the skill level of individual players where applicable.

KPI 1. Monitor player game performance.
2. Review game statistics.

9. Provide periodical reports and performance evaluation to Club administrators.

Key Responsibilities

- a. Provide annual and monthly progress reports.
- b. Provide Player and Coach analysis, evaluations and game statistic for scrutiny.
- c. Budget forecast for training equipment.

KPI. 1. Documented evidence of performances.

Conclusion

You must be aware that the above job description is a guide and can be tailored to meet each Clubs requirements. Not all the information provided above, applies to all Clubs and/or situations. Once again this will depend on Club numbers and structure. Whether it's a paid or unpaid position shouldn't make too much difference, A sound Club structure is required to create a platform that will ensure a professional and attractive Rugby environment. Some of you may disagree with certain aspect of the job description that is fine, however this description was tailored to suit my current Club and my position. I think it is fair to say that some of these tasks can also be designated to or assisted by senior grade Coaches and Development Officer, workload permitting.

Acknowledgment

Graham Reed – Coaching Director Tuggeranong Valley Rugby Union Club.

Tony Bundock – Head Coach Northern Territory Institute of Sport.

Andrew Jackson – Development Officer Northern Territory Rugby Union.

Other recommended reads:

“ *from sidelines to centre field* “ A history of sports coaching in Australia, Murray Phillips.

“ *Thinking Rugby* “ Training your mind for peak performance, Ken Hodge and Alex McKenzie.

