POSITION DESCRIPTION

New Zealand Rugby League
Chief Executive Officer
April 2018

**JOB TITLE:** Chief Executive Officer

**ORGANISATION:** New Zealand Rugby League

**LOCATION:** Penrose, Auckland, New Zealand

**REPORTING TO:** Chairman and Board of Directors

---

**ABOUT NEW ZEALAND RUGBY LEAGUE:**

Rugby league has played a significant part in New Zealand sport for over 100 years. Formed in 1910, New Zealand Rugby League (NZRL) is the governing body for the sport of rugby league in New Zealand.

The NZRL catchment is divided into seven zones that service the grassroots needs of the game. These zones compete in the National Championship, as well as women’s, youth and schools competitions. The NZRL manages the Kiwis and Kiwi Ferns who are both currently ranked number two in the world.

NZRL is not just about success on the field - it is also charged with caring for a community off-field, promoting the values of integrity, respect, leadership, courage and passion. The “more than just a game” philosophy has seen NZRL establish innovative social development programmes using rugby league to help communities improve their lives off the field.

**NZRL VISION:**

- Building a stronger family and community game

**NZRL MISSION:**

- To lead and inspire people through their Rugby League experience

**KEY FOCUS**

- Increase participation
- Building capability and support
- Funding to enable performance and growth
- Success on the international stage

**OUR 5 YEAR GOALS**

- Stronger Rugby League Communities
- Better Rugby League experiences
- Financially sustainable game
- Rugby League World Cup winners

**KEY RELATIONSHIPS**

- (Internal) - Chairperson and Board of NZRL, NZRL Employees, 25+ staff, Zone CEO’s and Zone Chairs, Affiliates

### SUMMARY OF THE ROLE:

Reporting to the NZRL Board of Directors, the Chief Executive Officer will lead NZRL in a well-managed, successful and profitable manner. This includes the development and implementation of strategies that grow the game; engaging with stakeholders to build high value, long term, outcome focussed relationships; and delivering secure ongoing revenue streams that ensure the long-term security and viability of NZRL. The long-term future of rugby league in New Zealand is intrinsically linked to the NRL and managing the NRL stakeholder relationship is of vital importance.

Success in this role will be the ability to significantly grow the consumer, corporate, fan and participation base whilst also working closely with the Football Operations and High-Performance team to deliver sustainable long-term performance on the field. Developing and implementing a digital strategy is key to this success.

The CEO will be a proven senior executive with exceptional leadership capabilities who is both commercially and financially savvy, able to analyse metrics and manage budgets. The successful candidate will be a dynamic individual with political maturity who is able to manage a diverse range of stakeholders, including those in New Zealand and in Australia.

A good working knowledge of national sporting organisations, professional sport and/or rugby league will be advantageous. Extensive experience with the media will be crucial as the CEO will be the face and voice of rugby league in New Zealand.

### KEY RESPONSIBILITIES:

#### Strategic and Business Planning Implementation

- Work with the Board, NZRL management and key stakeholders to implement a clear and unified vision for the game in New Zealand and defined pathways for players, coaches and referees. This will require the preparation of business plans that include developing rugby league in New Zealand and providing clear pathways from the introduction of young people into the sport through to the top professional levels in the NRL.

#### Commercial

- Identify and deliver secure ongoing revenue streams that ensure the long term security and viability of NZRL. Promote the game in such a way as to attract new audiences and supporters, and ensure NZRL meets its obligations with new and existing funding / commercial / sponsorship arrangements.
Stakeholder Management
- In line with the organisation’s identified objectives, identify and develop partnerships that will assist NZRL to operate a secure, sustainable and profitable business model. This includes all external relationships including NRL, international bodies, government agencies, licensing, sponsorship, broadcasting rights and venue facilities management.

Performance Management
- In conjunction with the strategic and business plans, develop the implementation and management strategies to ensure there are clear performance expectations of the staff, the organisation and key stakeholders.

Organisational Capability
- Ensuring the organisation has the capability to operate effectively and the ability to deliver its stated objectives. This will involve identifying any gaps and inefficiencies and addressing them with effective remedies. This will also involve managing the systems and procedures to meet the operational requirements of the business plan.

Risk Management
- Identify and manage the operational and financial areas of risk as well as monitor and further develop processes and systems to help eliminate future risk.

KEY PERFORMANCE MEASURES:

Key Outcomes
- Development and implementation of the Strategic Plan and Business Plans. This will be done in consultation with the Board, Zones & Districts, key stakeholders, existing NZRL management and identified strategic partners.
- Development and implementation of a long-term stakeholder management plan. This involves the relationships with Clubs, Zones, Districts, NRL, Sport NZ, Commercial Partners and other key agencies and stakeholders.
- Review and recommend existing and alternative commercial relationships. This is to include broadcasting rights both nationally and internationally, events and venue management, contractual arrangements, sponsorship and licensing.
- Organisational Review to identify the organisational capability and competency gaps, review the structure and implement the agreed changes. Review the membership support and communications structure.
### Key Performance Indicators

- Work with the Board in the development and implementation of the strategic plan currently being prepared.
- Annual business plan successfully executed with monthly reports via Board papers.
- New organisation structure approved and in place within six months.
- Achieved high value relationships with the strategic partners within twelve months.
- An agreed increase in sponsorship revenue by the end of year one.
- Build a realistic digital strategy for NZRL.
- All budgetary targets as agreed in the Business Plan for 2018 have been exceeded.

### DESIRED SKILLS AND EXPERIENCE:

- Proven Chief Executive Officer or Senior Executive experience / working with and reporting to a Board of Directors.
- Proven experience in organisation leadership, revenue generation and innovation.
- Highly developed leadership qualities and demonstrated managerial ability.
- Proven relationship management skills with ability to engage effectively at all levels.
- Financial management skills with exposure to a tightly controlled environment, requiring careful cost and cash-flow management.
- Previous experience of managing and implementing a successful change process as well as strategy implementation.
- Media savvy with extensive experience managing national and international media.
- Knowledge and understanding of national sporting organisations as well as an interest in rugby league would be well regarded but is not essential.
- Appropriate tertiary qualification in business, sports management or similar.

### PERSONAL CHARACTERISTICS:

- A strong, resilient, genuine character with compelling communication skills, whose approach is both flexible and inclusive
- An outstanding ability to engage with people and build relationships across all levels
- The desire to succeed through the pursuit and implementation of identified objectives
- A collaborative style with the ability to listen and respect the views of others
- A high level of personal integrity and whole-of-business responsibility
- Self-motivated and proactive, with a ‘hands-on’ approach
- Overcomes ambiguity and perseveres to succeed