



**REPRESENT PROMOTE DEVELOP PROTECT**

The Welsh Rugby Players Association  
Office 5D, Quest House,  
St Mellons Business Park,  
Fortran Road, Cardiff,  
CF3 0EY

## Job Description – Chief Executive Officer

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<u>Position Title:</u>	Chief Executive Officer.
<u>Reports to:</u>	The WRPA Executive Board.
<u>Employment Status:</u>	The Chief Executive Officer is a full-time permanent role and is subject to the terms and conditions of the employment contract as agreed with the WRPA.
<u>Location:</u>	Office 5D, Quest House, St Mellons Business Park, Fortran Road, Cardiff, CF3 0EY. Additional travel throughout South Wales when necessary. Occasional international travel.
<u>Direct Reports:</u>	Personal Development Managers Head of Business
<u>Salary:</u>	£45,000 to £50,000 p.a. dependant on experience.

### WRPA SUMMARY

The Welsh Rugby Players Association (WRPA) is the independent representative body for professional rugby players in Wales; incorporated in 2003 in direct response to the professionalism of rugby, the WRPA was established to promote and safeguard the members interests. The WRPA membership comprises of regional professional players, Welsh international players and the national seven's players.

The WRPA is governed and directed by an Executive Committee who work alongside the CEO. The Executive Committee consists of eight current professional players, who are nominated and selected by peers at the start of each playing season.

As a not-for-profit association, the WRPA aims to represent, develop, promote and protect the collective and individual interests of members for today, and for the future.

**REPRESENT** - The WRPA is mandated by its members to act in the collective best interest in relation to player welfare and issues potentially affecting the game in Wales. The association acts as a conduit for member concerns and provides a platform, whereby issues surrounding welfare or development can be raised through the Executive Committee.



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**DEVELOP** - The Personal Development Program (PDP) creates and encourages opportunities to develop life skills and professional skills, while promoting and supporting a healthy physical and mental lifestyle. The WRPA aids players in achieving a sporting/lifestyle balance during their rugby career and encourages members to maximise opportunities as professional rugby players. In doing so, making the transition out of their professional playing career and into future employment as smooth as possible.

**PROMOTE** - The WRPA supports players in maximising available commercial opportunities whilst employed as professional sportspeople; allowing collective bargaining, the running of specialist promotional events, as well as, the delivery of progressive training programs.

**PROTECT**- The WRPA also holds the players' benevolent fund (Second Half Rugby). This registered charity aims to aid players who find themselves in vulnerable situations; be it financial, medical, integral or mental health related issues.

### **JOB DESCRIPTION.**

#### **1. Leadership & People Management.**

- Provide effective leadership that engages the membership and staff of the WRPA;
- Develop and maintain a positive team environment with clearly defined objectives and pathways;
- Provide clear communication and definition of roles and accountabilities to the organisation;
- Develop and align the WRPA strategy and provide clear expectations to staff; and
- Be a positive role model and advocate for the organisation.

#### **2. Strategic Planning & Development.**

- Develop strategic plans to prioritise and deliver high-quality services to the WRPA membership;
- In consultation with the Executive Committee and members, develop and implement business plans and objectives;
- Conduct regular assessments and reviews of the staff and governance structures in order to provide recommendations to the executive committee; and
- Subject to the approval of the membership, engage in projects assessing broader issues within rugby, in order for the WRPA to maintain a respected and influential voice on matter within the game.

### **3. Core Services & Program Management.**

- Oversee the working relationship with the WRU and grow relationships with the regional professional teams;
- Lead the WRPA's negotiation of stakeholder contracts and other critical WRPA documentation;
- Lead the WRPA's action in any potential arbitration or disputes required by the WRPA board;
- Oversee the operation of the WRPA Personal Development Program (PDP), including providing liaison with stakeholders;
- Represent the WRPA on appeals panels and any other committee or advisory board as required; and
- Oversee the introduction and effective implementation of information technology systems into all areas of the organisation.

### **4. Stakeholder Relationship Management.**

- Lead, promote and support the development of strong working relationships and partnerships with key internal and external stakeholders including: current and past players; the rugby bodies; accredited player agents; sponsors, businesses and educational partners; various media; and national and international player associations and affiliates;
- Represent WRPA as a spokesperson and ambassador, promoting the interests of the players and the game; and
- Work collaboratively with the non-executive board to ensure clear objectives are set and positive steps are taken towards achieving these.

### **5. Administration & Financial Management.**

- Prepare and review annual budgets and the provision of periodic reports to the board;
- Maintain current revenue streams and manage costs to operate within approved budgets;
- Oversee the finalisation of the annual WRPA and PDP accounts and audit;
- Manage the ongoing lease or potential relocation of WRPA head office and oversee the delivery of the required systems and tools needed by staff; and
- Secure new revenue streams in order to assist WRPA capacity to deliver services.

### **6. Communication & Reporting.**



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- Provide accurate and timely communication of information to the Executive Committee;
- Develop and implement strategies for the optimal communication of WRPA's objectives and achievements with key stakeholders;
- Effectively communicate with the WRPA membership, staff and strategic partners in relation to the strategic direction of the WRPA; and
- Ensure program evaluation and research is conducted to ensure service delivery is continually evolving and meeting the needs of members.