

## Job Title: CEO of the Saudi Arabian Rugby Federation

**Description:** The Saudi Arabian Rugby Federation (SARF) is seeking a dynamic and visionary Chief Executive Officer (CEO) to lead our Rugby Federation to new heights. As a board member, you understand the vital role that a CEO plays in driving the growth and success of our federation. The CEO will serve as the key architect of our strategic initiatives, responsible for the overall management, development, sponsorship, promotion, and sustainability of SARF and Rugby in Saudi Arabia. This includes overseeing day to day operations, operational reviews, revenue generation activities and initiatives, and sponsorship strategies while ensuring the overall development and sustainability of SARF.

### Responsibilities:

#### 1. Operational Review

The CEO will conduct a comprehensive operational review to identify opportunities for streamlining processes, enhancing organizational efficiency, and optimizing resource allocation. **The deliverables include but not limited to:**

- Deliver a detailed operational review report outlining findings, recommendations, and an implementation plan.
- Familiarize oneself with the Saudi Olympic & Paralympic Committee's operational review requirements and guidelines to ensure compliance and collaborate with the SARF Board and relevant departments to gather the required information and data for the operational review.
- Review the collected information to ensure its accuracy and completeness.
- Work closely with the designated personnel responsible for preparing the submission to compile all the necessary documents and reports.
- Ensure that the submission is completed within the designated timeframe specified by the SOPC.
- Conduct a thorough review of the submission to ensure its quality, accuracy, and alignment with SARF's strategic goals and objectives.
- Address any feedback or additional requirements from the SOPC and make necessary revisions to the submission.
- Coordinate with the SARF Board and relevant departments to provide any additional information or clarifications as requested by the SOPC.
- Identify areas for improvement and develop actionable recommendations to enhance operational efficiency and effectiveness and set timelines and responsible parties for each recommended change.
- Deliver progress reports on the impact of implemented changes and collaborate with key stakeholders to ensure successful outcomes.

#### 2. Scope Development

The CEO will drive the growth of rugby at all levels, from grassroots to elite. This involves creating initiatives to increase participation, develop talent pathways, and foster the overall growth of rugby within the region. **The deliverables include but not limited to:**

- Develop and implement strategic plans that align SARF's vision, mission, and values with the overall development of rugby in Saudi Arabia.
- Create annual operational plans outlining goals, objectives, and action steps to drive SARF's growth and success.



- Deliver reports on detailed action plans, timelines, and KPIs to ensure successful scope implementation.
- develop strategies to strengthen the federation's presence at the grassroots level, focusing on schools, colleges, and community clubs. This initiative will involve increasing participation, nurturing young talent, and building a strong foundation for the sport's future.
- lead efforts to secure hosting rights for international competitions, attracting teams and fans from various regions. This includes collaborating with international rugby bodies and adhering to all necessary regulations.
- devise strategies to promote and develop the women's game, including leagues, tournaments, and talent pathways, to ensure gender equity within the sport.
- Establish education and training hubs to provide resources, coaching, and skill development to players, coaches, referees, and administrators across different regions.
- focus on integrating rugby into diverse cultural contexts, fostering community engagement and inclusivity by adapting the sport's offerings to local preferences and needs.

### 3. Financial Management and Revenue Generation

the CEO's primary responsibilities will be to ensure the financial health and sustainability of the federation. This includes developing and managing budgets, exploring revenue-generation opportunities, and maintaining transparency in financial reporting. **The deliverables include but not limited to:**

- Conduct and deliver thorough analysis of SARF's financial situation, including income sources, expenses, and budget allocations.
- Develop income targets aligned with SARF's strategic and operational plans.
- Identify and implement revenue generation strategies, such as sponsorship acquisition, partnership development, and fundraising initiatives.

### 4. Sponsorship Management

The CEO will take a proactive approach to securing and managing sponsorship partnerships to ensure a sustainable financial base for the federation's operations and initiatives. **The deliverables include but not limited to:**

- Develop and implement a comprehensive sponsorship strategy aligned with SARF's brand and values.
- To will lead negotiations, and establish mutually beneficial sponsorship agreements that provide financial support and value-added opportunities,
- To work on identifying diversify the federation's revenue streams through innovative sponsorship packages, strategic activations, and collaborative campaigns that create compelling opportunities for sponsors to connect with the rugby community.
- Deliver regular reports on sponsor relationships, ensuring contractual obligations are met, and sponsors receive valuable exposure and benefits.
- Collaborate with marketing and communications teams, to devise innovative strategies to activate sponsorships, creating memorable experiences for sponsors and fans alike while enhancing the visibility of sponsors.
- Leveraging sponsors' resources, to engage the community, promote the sport, and support grassroots initiatives, thereby aligning sponsors with the federation's broader mission.



### **5. Stakeholders Engagement and Management:**

Building and maintaining strong relationships with stakeholders, including clubs, players, coaches, sponsors, government bodies, and other relevant organizations, is paramount. The CEO will act as the face of the federation, representing its interests and values in various forums. **The deliverables include but not limited to:**

- Stakeholder engagement plan with key communication strategies for sponsors, media outlets, governmental organizations, and key industry influencers.
- Act as the primary point of contact for sponsors, ensuring their needs are met and maintaining open lines of communication ensuring their satisfaction and addressing any concerns.
- Media engagement plan to increase coverage and exposure of SARF events, competitions, and initiatives, beside delivering coverage reports.
- Represent and report on SARF external engagements, promoting the federation's values and objectives.
- Regular communication with sponsors

### **6. Strategic Leadership, Performance Monitoring and Reporting:**

the CEO will work closely with the board to develop and execute a comprehensive strategic plan that aligns with the federation's mission, vision, and values. **The deliverables include but not limited to:**

- Develop performance measurement systems and KPIs to monitor SARF's progress towards its goals.
- Regularly evaluate and provided reports on operational performance, revenue generation, and sponsorship activities.
- Prepare and deliver comprehensive reports for the SARF Board, providing updates on achievements, challenges, and recommendations for improvement.

### **Key Skills and Attributes:**

- Proven experience in a leadership role, preferably within a sports organization or a similar environment.
- Must possess strong financial management skills to ensure the federation's financial stability. This includes budgeting, revenue generation, expense control, and the ability to attract sponsorships and funding.
- Track record of successfully acquiring and managing sponsorships and partnerships.
- Excellent relationship management skills, with the ability to engage stakeholders at different levels and negotiate effectively.
- Strategic thinking and planning abilities, with the capability to develop comprehensive plans aligned with organizational objectives.
- Able to demonstrate Analytical and problem-solving skills, with the ability to identify areas for improvement and develop actionable recommendations.
- Excellent written and verbal communication skills, with the ability to present complex information in a clear and concise manner in both Arabic and English Language.
- Well equipped to handle unexpected crises and setbacks effectively, maintaining composure and leading the organization through challenges.
- Detailed reporting capabilities to be able to track, record and report activities, successes, and plan outcomes to the Board and other related entities.

Please share your CV and cover letter to [hr@rugby.sa](mailto:hr@rugby.sa) with the subject “Job ID 0012”