



ROLE DESCRIPTION

Role title:	Coaching Lead
Estimated time commitment:	6-9 hours per month
Length of tenure:	3 Years
Requirements:	England Rugby Coaching Award

POSITION IN HAMPSHIRE RFU

Responsible to:	Director of People
Direct Reports:	None

PART 1: ROLE SPECIFICATION

MAIN PURPOSE OF ROLE

The primary purpose of this role is to lead and coordinate the development of rugby coaching across Hampshire by engaging with key stakeholders, supporting coach education, and delivering high-quality development programmes. Acting as the central point of contact between clubs, coaches, and England Rugby, the role ensures that coaching needs are identified and met through effective communication, targeted training opportunities, and well-organised events.

Additionally, the role is responsible for promoting best practice, maintaining a strong digital presence, and managing resources to ensure the sustainable growth and continuous improvement of coaching standards within the Hampshire rugby community.

The post will also contribute to the delivery of Hampshire RFU's vision and mission and always demonstrate its core values & behaviours [Link](#)

KEY RESPONSIBILITIES

1. Stakeholder Engagement

- Liaise with Club Coach Coordinators via email, WhatsApp, and other platforms to support coaching development.
- Ascertain coaching needs for Hampshire rugby clubs and Hampshire RFU representative rugby coaching teams.
- Act as the primary point of contact for England Rugby Area, Regional Training Managers (Bath Rugby and Harlequins)

2. Coach Education & Development

- Maintain a clear understanding of England Rugby's coach education offer and available courses.
- Liaise with the England Rugby Area Training Manager to coordinate delivery of CPD courses at club or regions of the county.
- Promote awareness and increase uptake of England Rugby coaching courses and Hampshire Rugby Coach Development Activities (CDAs).

3. Events & Programme Delivery

- Coordinate and deliver the annual Hampshire Rugby Coaching Conference.
- Source and manage facilitators to deliver coaching development sessions across the county.
- Collect feedback from CDA events to monitor and evaluate the quality of Hampshire CDAs and inform future improvements.

4. Communications, Digital Presence & Budget Management

- Establish and maintain coaching content on the Hampshire RFU website and social media platforms.
- Ensure all coaching-related resources, events, and opportunities are well publicised to Club Coach Coordinators and the wider coaching community.
- Manage the Coach Development Activity budget, including facilitator costs, ensuring activities are cost-effective and aim to achieve break-even outcomes.
- Monitor expenditure and report on financial performance to support sustainable delivery of coaching initiatives.

PART 2: PERSON SPECIFICATION

ESSENTIAL SKILLS, KNOWLEDGE AND EXPERIENCE

- Strong understanding of rugby coaching principles and pathways.
- Experience in organising events or training programmes.
- Excellent communication and stakeholder engagement skills.
- Ability to lead and inspire volunteers and facilitators.
- Knowledge of safeguarding and player welfare standards.
- Basic financial management and budgeting skills.

DESIRABLE SKILLS, KNOWLEDGE AND EXPERIENCE

- Experience working with England Rugby or similar governing bodies.
- Familiarity with Hampshire rugby clubs and community landscape.

ROLE DESCRIPTION APPROVAL AND SIGN OFF

Requesting Director(s): Director of People

Director of People: Hannah Avoth

Date: 25 November 2025