



Schedule 2

POSITION DESCRIPTION

TITLE:	CRUSADERS ACADEMY MANAGER
INCUMBENT:	
REPORTS TO:	GM PROFESSIONAL RUGBY
POSITION OBJECTIVES:	TO LEAD THE CRUSADERS ACADEMY AND MANAGE AND COORDINATE ALL THE TALENT IDENTIFICATION AND YOUNG PLAYER DEVELOPMENT IN THE CRUSADERS REGION
LAST REVIEWED:	OCT 2024
BY:	GM PROFESSIONAL RUGBY AND BSM
<u>NB:</u>	THIS DOCUMENT IS SUBJECT TO REVIEW FROM TIME TO TIME, BUT NO LESS THAN ON AN ANNUAL BASIS.

Achievement of the position objective will be measured through the following key result areas.

1 Lead the Crusaders Rugby Academy across the Crusader Rugby region

EXPECTED RESULTS:

- Provides visionary, strategic and organisational direction for the Crusader Academy
- Ensures strong connection, alignment and programme unity between the Christchurch and Tasman Academy Centres
- Further develops and enhances procedures which enable the Academy to run more effectively and better meet the needs of players and management
- Provides leadership, motivation and direction to the Academy staff and contractors, to ensure they meet their objectives and the goals of the organisation

2 Day-to-Day Operations

EXPECTED RESULTS:

- Responsible for:
 - Fitness assessments and personalised fitness and conditioning programmes delivered by the Academy Strength and Conditioning Staff
 - Coordination of rehabilitation programmes to enable players to return to full training
 - Providing specific and non-specific rugby training
- Liaises with senior provincial coaches and club management to ensure a positive relationship is maintained between the Academy and clubs
- Oversees a reporting system from club coaches on players in the Academy to be passed on to mentors and other coaching staff
- Provides a solid support structure for the Academy players, e.g., liaises with family, parents, coaches, mentors, medical staff and Crusaders / CRFU if required
- Coordinates video clippings and footage to be used by mentors and other coaching staff

- Coordinates a mentoring programme matching current players with past players and / or other appropriate personnel, and monitors the service to ensure a satisfactory level of mentoring occurs
- Ensures the development of a Personal Development Curriculum in partnership with the Provincial PDM for each Academy year group, which meets the approval of NZR and NZRPA
- Ensures access to laws of the game is provided and introduce referees to discuss laws
- Conducts one to one interviews with Academy members and makes self available to discuss welfare issues with players

3 Development of players life skills and education, alongside rugby skills

EXPECTED RESULTS:

- Works in partnership with provincial and Super PDMs to provide personal development opportunities with a life skills focus
- Oversees the teaching of effective personal budgeting skills
- Implements time management plans that are regularly reviewed
- Provides career and educational advice and works with UC, LU and ARA to ensure players have opportunities for scholarships and appropriate support with enrolment and learning
- Manages all aspects of the Lincoln University and any other scholarships on behalf of the Crusaders
- Develops a strong relationship with Lincoln University personnel and other university and tertiary scholarship organisations, to ensure the on-going success of the programme
- Provides a job placement programme in conjunction with support group and marketing department and assist to provide employment opportunities for players as appropriate
- Liaises and coordinates ongoing ID programmes with U19, NPC, Super Rugby and other representative coaches

4 Future Development and Enhancement of Academy

EXPECTED RESULTS:

- Develops and enhances procedures which enable the Academy to run more effectively and better meet the needs of players and management
- Enhances the overall vision of the Academy

5 Talent Identification and Development

EXPECTED RESULTS:

- Leads all talent identification for the Crusaders, CRFU and TRU, working closely with other Crusaders, CRFU and TRU personnel and coaches to ensure a comprehensive talent identification programme is in place
- Develops a world-class talent identification system including but not limited to depth charts, succession planning, coded footage and notes for Crusaders to U15 level within the Crusaders region and nationally
- Develops a scouting network within the Crusaders region and across New Zealand and Australia that identifies players of interest and provides information on them
- Liaises with the Crusaders, CRFU and TRU NPC coaches to ensure comprehensive succession planning, where future needs are identified and players are recruited to the Academy, ensuring a constant supply of players to our elite teams
- Contributes to the development of identified talent as required

6 Liaison with Representative and Club Coaches and Management

EXPECTED RESULTS:

- Participates in regular forums to ensure a consistent approach to representative selection and style of play and coaching, including three ranking meetings throughout the season

7 Player and family welfare

EXPECTED RESULTS:

- Ensures all players recruited from outside the area are assisted to move and settle in Christchurch or Nelson
- Ensures players' partners are happy to be associated with Crusaders, CRFU and/or TRU
- Works closely with the Player Development Manager to deliver a comprehensive player welfare programme for Academy members that is consistent with the programme provided to the professional players

8 Relationship with NZRU

EXPECTED RESULTS:

- Liaises with NZRU on player performance at a national level
- Monitors and directs those players from the Crusaders region who are in NZRU age grade representative teams on in contention for those teams
- Liaises with NZRU High Performance personnel regarding programming and developmental requirements for those players
- Liaises with local and national Sports Science NZ personnel for services

9 Crusaders Team and Crusaders International Academy

EXPECTED RESULTS:

- Works with Crusaders coaches, GM Professional Rugby, S&C coaches and PDM to ensure the transition and accountability to agreed development plans of all ITC and new rookie players from the Academy
- Works in partnership with PDMs to ensure that transition of information between programmes for off-field development of all ITC and new rookie players from the Academy
- Works with the CIA Manager to assist in selling programmes into foreign markets or teams by providing expert input around the Academy systems, processes and set-up to ensure success in their environment
- In partnership with the CIA Manager, is responsible to deliver this information either in NZ or the country of origin

10 Pathways Teams

EXPECTED RESULTS:

- Oversee the appointment of coaching and management teams for critical pathway teams including PU U19 and Crusaders U20 teams, including acting as the campaign manager for these two teams.
- Oversee selection process for PU U19 and Crusaders U20 teams.
- Conduct campaign reviews for PU U19 and Crusaders U20 teams.
- PU partners are engaged in the selection, programme delivery and programme review of relevant pathway team.
- Assist with transition of players and management into and out of these teams including but not limited to, campaign review outcomes implementation, identification of further pathway opportunities and identification of development opportunities.

11 Continuous Improvement

EXPECTED RESULTS:

- Develops an annual plan budget for the Academy, using the Crusaders', CRFU and Tasman strategic plan(s) as a guideline, for final approval by the Crusaders' Board
- Implements the approved plans achieving the targets as established, on time, to an agreed level of quality and to budgets
- Contributes to the overall management of the Crusaders by participating in meetings and other activities as required by the Board and CEO

- Proactively works with the commercial group to market / sell / educate with the IP that we have in driving culture, developing young people, pipeline and talent management.

12 Staff Management and Development

EXPECTED RESULTS:

- Models expected behaviour, holds self and others accountable and shapes a high performance culture within the team
- Key result areas are negotiated with relevant team members and staff performance is managed through coaching and mentoring
- Undertakes and supports a structured performance review and development process with direct reports and identifies training and development opportunities
- Ensures effective communication channels are fostered amongst the team
- Leads the selection process of players into the Academy

13 Health and Safety

EXPECTED RESULTS:

- Complies with the health and safety systems and emergency procedures in place throughout the business
- Encourages staff participation in the business's health and safety system
- Demonstrates a commitment to continuous health and safety improvement
- Promptly and accurately reports all hazards, accidents and incidents
- Attends health and safety update training sessions as required

13 Undertake any other duties as directed or required at any given time.

EXPECTED RESULTS:

- Such duties are carried out in a timely, professional, accurate manner
- Participates in training and development related to the position as required.
- Actively participates in the annual performance review process.

KEY AREAS OF AUTHORITY

Budget: Spending authority in line with delegated limits.

Staff: Crusaders Academy Tasman Coordinator
Academy Strength and Conditioning Coach
Academy Physiotherapist

FUNCTIONAL RELATIONSHIPS

Internal: CLP, CRFU and TRU CEOs
Chairman and Board
GM Partnerships
GM Marketing and Communications
Business Support Manager
CFO
Professional Development Manager
Tasman Community Rugby Manager
Representative Coaches and Managers
Crusaders coaching and High-Performance personnel
CRFU NPC coaches and contractors
CRFU High-Performance personnel and other staff
Tasman NPC coaches and contractors
Tasman RU Staff

Other Crusaders and CRFU personnel

External: NZRU personnel including All Black and other NZ Selectors and High-Performance staff
High potential young players
Parents
Schools
Coaches
Crusaders Sponsors
Tertiary Institutions in Canterbury and Tasman

PERSON SPECIFICATION

Qualifications & Experience:

- A minimum of five years' experience in a professional sports environment
- A tertiary qualification in a related field (desirable)

Skills and Abilities

- Ability to deliver customer focused solutions
- Strong business acumen
- Strong and effective written and verbal communication skills
- Strategic analytical and problem solving skills
- Ability to develop effective relationships across the business and with key stakeholders
- Strong leadership and interpersonal skills
- Solid technical skills in the Microsoft Office suite and other systems as required
- Professional manner and approach