

Director of Rugby

Job Ref: REQ260498

School/Department summary:

Loughborough Sport is the overarching sport and physical-activity Professional Service of Loughborough University. It covers a wide spectrum: elite performance sport, recreational sport, coaching and volunteering, facilities, student clubs, and inclusive programmes.

Job Description

Job Family and Grade: Management and Specialist Grade 7 (MA7)

Job Purpose

The Director of Rugby is a senior leadership role with responsibility for the strategic direction, technical excellence, commercial development and cultural leadership of rugby at Loughborough. The role leads one of the University's most high-profile sporting programmes, shaping its success across men's and women's performance rugby, while contributing directly to wider Loughborough Sport ambitions.

- To provide strategic, technical and cultural leadership for men's and women's Rugby (including Premiership Team, Lightning Rugby) at Loughborough Sport, setting the long-term direction, ambition and delivery of one of the University's flagship performance programmes.
- Develop, own and deliver the 'Loughborough Rugby Gameplan' a sport-specific strategy aligned to the Loughborough Sport Strategy – setting our clear performance, participation, people and commercial opportunities for Rugby.
- Plan, implement and manage the coaching programme for both the men's and women's Rugby programmes covering the British University and College Sports (BUCS), National League and PWR competitions.
- Develop and lead commercial opportunities in Rugby in partnership with the Loughborough Sport Commercial Team, ensuring alignment with the wider Loughborough Sport strategy and long-term sustainability.

Job Duties

Strategic Leadership & Direction

- Set, own and deliver a clear, long-term strategic vision for Rugby aligned to the Loughborough Sport Strategy and informed by a deep understanding of the evolving rugby landscape, sector trends and future opportunities.
- Develop, implement and regularly review the Loughborough Rugby Gameplan, integrating mens and womens rugby across performance, participation, student experience, workforce capability, commercial growth and long-term sustainability.

- Operate as a non-frontline coaching role providing strategic and technical input through the Head Coaches.
- Lead strategic innovation in rugby practice, delivery models and partnerships, positioning Loughborough Sport as a national and international leader in university-based rugby
- Lead a values-driven, inclusive and high-performance culture across all rugby environments.
- Hold accountability for strategic performance, impact and continuous improvement ensuring rugby contributes to the wider objectives of Loughborough Sport and the University

Commercial, Financial & Resource Leadership

- Hold accountability for rugby budgets, ensuring effective financial planning, control and sustainability.
- Establish and maintain senior-level strategic relationships across the rugby landscape, including PWR, Northampton Saints, Premiership and Championship clubs, the RFU and age-grade international programmes, positioning Loughborough Sport as a trusted and influential partner
- Lead the rugby commercial strategy in collaboration with the Commercial Team in Loughborough Sport, contributing to diversified income generation and long-term sustainability.
- Support the growth of professional rugby pathways aligned with institutional ambitions.
- Work collaboratively with commercial, marketing and partnerships teams to enhance fan engagement, matchday experience and brand exposure.
- Represent Loughborough Sport Rugby as a sector-leading voice, strengthening the University's influence, reputation and opportunity footprint within national and international rugby

Technical Rugby Leadership & Coaching Expertise

- Provide technical leadership across all aspects of rugby performance, acting as a senior technical expert within Loughborough Sport and a credible figure nationally within the men's and women's game.
- Ensure parity of provision, ambition, leadership focus and long-term investment across women's and men's programmes

Men's Rugby

- Provide senior technical oversight of the men's rugby playing philosophy as delivered by the Head Coach, game model and coaching methodology.
- Lead the design and review of annual and multi-year performance plans aligned with BUCS and National League demands.
- Support and challenge the Head Coach's to optimise performance, ensure alignment to agree game models and standards.

Women's Rugby

- Provide strategic and technical leadership for women's rugby at Loughborough Sport, positioning the programme as a nationally leading environment for player development, performance and progression.
- Provide senior technical oversight of the women's rugby performance framework, recognising the technical, physical, health, wellbeing and lifecycle needs of female athletes.

- Hold strategic responsibility for Loughborough Sport's partnership with Northampton Saints, working collaboratively at senior level to align performance standards, player pathways, coaching practice and development opportunities.
- Champion the continued professionalisation, visibility and influence of women's rugby within Loughborough Sport and the wider rugby system.

Performance Programme Delivery

- Setting the framework for a recruitment strategy and approach for player recruitment across men's and women's rugby, ensuring alignment with performance objectives, student recruitment priorities and long-term pathway development.
- Oversee contractual arrangements for players where applicable, ensuring robust governance, welfare, compliance and value for money.
- Ensure clear and connected pathways from student participation through performance squads to elite and professional opportunities, maximising engagement, progression and retention.
- Hold overall accountability for rugby performance delivery, outcomes, coaching capability and workforce effectiveness across all programmes
- Work with National Governing Bodies and Rugby Partners to align pathways and support athlete progression.
- Work in partnership with the Head Coaches in execution and decision making on talent identification, recruitment and retention.

Student Recruitment & Academic Integration

- Lead the integration of student participation, performance rugby and elite pathways, ensuring clear entry points, progression routes and visibility for aspiring rugby student-athletes.
- Champion and develop high-quality dual-career pathways, ensuring rugby ambition enhances, rather than competes with, academic success and student experience.

Governance, Risk & Compliance

- Ensure full compliance with RFU, BUCS and University governance frameworks.
- Hold responsibility for risk management across rugby activity, including training, competition and events.
- Maintain robust assurance processes covering safeguarding, DBS compliance, staff qualifications and ethical delivery including high standards of athlete welfare, duty of care and Clean Sport compliance.

General Requirements

- Contribute to the sharing of coaching ideas and skills within the high performance educational forums available on campus.
- To promote adherence to ethical guidelines and regulations with regard to drugs and doping in sport, in line with UK Anti-Doping (UKAD) guidelines and the Loughborough University 'Clean Sport' commitment.
- Actively work to promote Loughborough University Sport and Rugby at Loughborough.

- Undertake additional duties as requested by your line manager from time to time.

Points To Note

The purpose of this job description is to indicate the general level of duties and responsibility of the post. The detailed duties may vary from time to time without changing the general character or level of responsibility outlined in the document.

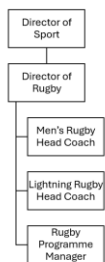
Organisational Responsibility

Reports to the: Director of Sport

Direct Reports: 3 positions, Rugby Programme Manager, Lightning Rugby Head Coach & Men's Rugby Head Coach

Budget Responsibilities: Men's & Women's Rugby budget responsibility

Structure Chart:



Person Specification

Your application will be assessed based on the essential and desirable criteria listed below.

Applicants are strongly encouraged to explicitly demonstrate how they meet each essential (and desirable) criteria at the application stage. The criteria that you need to demonstrate in your application will be listed as Stage 1 in the table below.

Stages of assessment are as follows:

- 1 – Criteria measured within the Application
- 2 – Criteria measured at Test/Assessment Centre/Presentation
- 3 - Criteria measured at Interview

Essential Criteria

Area	Criteria	Stage
Experience	Extensive and current technical knowledge of rugby, demonstrated through senior coaching, performance leadership or equivalent elite rugby experience, with clear credibility across the rugby system.	1, 3
	Demonstrated ability to combine deep technical expertise with strategic leadership, shaping long-term direction while maintaining high standards of delivery.	1, 3
	Experience influencing at senior stakeholder level, with credibility across sport, education and/or professional environments.	1,2,3
	Strong judgement and decision-making capability within high-pressure, high-visibility contexts.	1,3
Skills and abilities	Experience leading and developing multidisciplinary teams, fostering accountability and high standards.	1, 2, 3
	Extensive technical knowledge of rugby, with a proven track record of coaching or leading high-performance programmes.	1, 3
	Excellent communications skills, both written and oral.	1, 3
	Strong understanding of performance systems, player development, and competition demands.	1,2,3
	Ability to build positive culture, role-model professional behaviours and support leadership development.	1,3
	Knowledge of RFU/Club issues and established credibility within the Rugby community.	1,3
	Good organisational and time-management skills.	1,3
	IT skills necessary for analysis, report writing and general communication.	1,3
	Ability to identify, and innovate to create, commercial opportunities through Rugby.	1,3
	Established professional standing within the rugby community.	1,3
	Demonstrated commitment to inclusive leadership, equality and athlete-centred practice.	1,3
	Significant experience managing budgets and resources with accountability for delivery and value.	1,3
Qualifications	Level 4 Rugby Coaching Qualification or equivalent experience.	1

Training	Willingness to update First Aid and Health & Safety requirements for rugby and work towards more advanced coaching awards and qualifications.	1
Other	Adherence to the Loughborough University 'Clean Sport' Commitment Statement.	1,3
	Flexibility and willingness to work irregular hours as necessary.	1
	To observe the University's Equal Opportunities policy at all times.	1,3

Desirable Criteria

These are skills, experience and competencies that are additional extras that may be used to narrow the pool down if we receive a high volume of applications that meet the essential criteria.

Area	Criteria	Stage
Experience	Experience working within higher education, performance sport systems or professional sport pathways.	1,2,3
	Experience of women's rugby leadership or programme development.	1,3
	Experience contributing to student recruitment, dual-career or talent-development environments.	1,3
	Experience engaging with national governing bodies or professional clubs.	1,3
Qualifications	Sport related degree or equivalent experience.	1
	Advanced coaching qualification (or equivalent experience).	1

Conditions of Service

The appointment will be subject to the [University's Terms and Conditions of Employment](#) relevant to the job grade.

Shared University Responsibilities

As a member of the Loughborough community, you are expected to:

- Take reasonable care of yourself, others and the environment, and to prevent harm by your acts or omissions. All staff are therefore required to adhere to the University's Health, Safety and Environmental Sustainability Policies & Procedures.
- Support and contribute to the University's commitment to principles of equity, diversity and inclusion (EDI) while carrying out all duties, behaving in a manner that treats others with dignity and respect and upholds every person's right to lawful freedom of expression, freedom of speech and academic freedom. Further information about EDI at Loughborough and our strategic aims is available on our website.

Our Purpose, Vision, and Values

Our purpose, Vision and Values underpin all that we do and shape how we work together at Loughborough.

We're proud to promote our values: **Adventurous**, **Collaborative**, **Creative**, **Authentic** and **Responsible**. Our people bring these values to life every day, and they are central to the positive and supportive culture that makes Loughborough unique.

If you join us, you'll be encouraged to bring these values to life in your own work and contribute to the positive, supportive culture that makes Loughborough unique.

Read more about our [vision and values](#).

Our Accreditations



We strive to create a culture that supports equity and celebrates diversity throughout the campus. The University holds a [Bronze Athena SWAN award](#) which recognises the importance of support for women at all stages of their career.



We are proud to be a [Race Equality Charter Member](#). The Charter aims to improve the representation, progression and success of all minority ethnic staff and students within higher education and address issues of racism within higher education institutions (HEIs).



We are proud to be a Disability Confident Employer and have adopted a proactive approach to employing disabled people and to creating a more diverse workforce. We ensure that our recruitment processes are inclusive and accessible. We guarantee to offer an interview to all applicants who have declared a disability, provided that the essential criteria for the role are met. We proactively anticipate and provide reasonable adjustments and support existing employees who acquire a disability or long-term condition to thrive in the workplace.



We are a real living wage employer, and our Living Wage Employer Mark shows our commitment to paying our staff according to the cost of living.



We are proud supporters of the [City of Sanctuary movement](#) and delighted to be recognised as a University of Sanctuary. This national network brings together, university staff, lecturers, academics, and students, who together work to make Higher Education institutions places of safety, solidarity and empowerment for people seeking sanctuary.

As part of the University's ongoing commitment to redeployment, please note that this vacancy may be withdrawn at any stage of the recruitment process if a suitable redeployee is identified.