



Ayr RFC Ltd Directors Roles Descriptions (updated August 2024)

Director Roles

All directors are elected at the club AGM, at each AGM the incumbent directors stand down but are eligible for re-election by the club membership.

Chairman

Conducts the Executive role within the club, overseeing the strategic direction, governance and overall performance of the club. This involves balancing the club's charitable mission with effective management practices, ensuring long-term sustainability and community impact. Leads the Board of Directors, oversees the governance framework, chairs board meetings, supports and guides fundraising efforts, promotes stakeholder and community engagement.

Skills – Proven leadership experience, experience in board management, strong communication and interpersonal skills, strategic thinking and decision making in line with club objectives, ability to inspire others both within and outside the club.

Duties include:

Act as chair of board of director meetings

Guide, support and advise other directors and club members on any club matters.

Monitor and evaluate the progress of agreed actions both short term and strategic

Attend AGM, EGM and Board meetings

Provide direction by effective leadership and management

Ensure succession and forward planning is carried out

Manage other officers to ensure delivery of their responsibilities

Ensure the planning and budgeting for the future is carried out in accordance with the wishes of the members.

Rugby Club President

This office bearer acts as the public figurehead for the club, representing it at meetings with the SRU, other official bodies and functions, and assisting the Chairman to ensure the smooth administration of the club. Liaise with the club's Director of Rugby to ensure the continued development and achievement of the club coaches, players and volunteers to support the club's objectives as laid out in the articles of association.

Skills – Proven experience in leadership role, able to plan on a strategic level, passion for rugby and committed to the club's charitable mission, experienced in partnership development.

Duties include:

Act as Deputy Chair of Board of Director meetings

Attend AGM, EGM and Board meetings

Guide, support and advise other directors and club members on any club matters

Monitor and evaluate the progress of agreed actions of the Board of Directors.

Commercial Director

This office bearer oversees the development and execution of strategies to drive revenue generation, strengthen partnerships and enhance the club's financial sustainability. Liaise with the club's General Manager to ensure the continued development and achievement of the club through the operation of commercial interests, events, sponsorship and volunteers, to support the club's objectives as laid out in the articles of association.

Skills – Proven experience of commercial management, strong negotiation and communication skills, able to think strategically and drive commercial growth, experience in budget management.

Duties include:

Attend AGM, EGM and Board meetings

Responsible for the operational structure of Millbrae Trading, including the coordination of recruitment and management of staff employed by Millbrae Trading.

Guide, support and advise other directors and club members on club matters.

Finance Director

This role is currently shared between the Board of Directors but has been identified as an area where a dedicated director would be beneficial. The role will oversee the financial dealings / management of Ayr RFC Ltd and its subsidiary accounts. This role is critical in ensuring that the club's resources are effectively managed to support its charitable mission, rugby programme and community initiatives.

Skills – Experience in financial management, understanding of charity accounting principles, proven ability to develop and manage budgets, experience in managing audits, grants and donor reporting is highly desirable.

Duties include:

Develop and implement the club financial strategy, oversee financial operations, including accounting, budgeting, cash flow management and financial reporting

Be fully aware of the financial position of the club at all times and keep the board informed of all financial trends and any areas of concern

Ensure club accounts are presented for end of year financial report and audit

Attend AGM, EGM and Board meetings

Director of Marketing

This office bearer is responsible for developing and executing marketing strategies that enhance the club's visibility, engage the community, and drive participation, fundraising to support the club's charitable objectives.

Skills – Experience in marketing, strong understanding of branding, digital marketing and content creation. Excellent communication and interpersonal skills, strategic and creative thinker that will drive engagement and support of the club.

Duties include:

Attend AGM, EGM and Board meetings

Liaise with others of Ayr RFC to promote the club

Produce marketing strategy to advertise the club, its activities and achievements

Ensure maintenance of club website

Ensure articles, language and photographs reflect a fair representation of club members and the community.

Director - Rugby Club Secretary

This office bearer ensures the smooth running of the club's administrative functions and governance. This role involves managing communications, maintaining records, supporting the board, and ensuring that the club complies with legal and regulatory requirements. Involved in the identification and application for grants and other funding opportunities to support the club's charitable objectives.

Skills – Strong organisational and administrative skills, good written and verbal communication skills, attention to detail and accuracy in record keeping and document management, ability to manage multiple tasks and prioritise effectively.

Duties include:

Attend AGM, EGM and Board meetings

Record accurate minutes of meetings of the Board of Directors

Communicate with the SRU and other bodies, acting as a conduit for communication with the club
Complete and submit funding applications to support the charitable objectives.

Rugby Community Director

This office bearer is responsible for building and maintaining strong relationships between Ayr RFC and the local community. Promoting the club's charitable initiatives, increasing community engagement, and ensuring that the club positively impacts the local area.

Skills – Experience in community engagement, relationship-building skills, ability to connect with diverse community organisations, experience in event planning and volunteer management, strong communication skills.

Duties include:

Attend AGM, EGM and Board meetings

Develop and implement strategies to increase the club's involvement with the community.

Identify and cultivate links with community groups and organisations

Volunteer coordination – recruit, train and manage volunteers for community focused events

Event planning and organisation – organise and lead community focused events.