Glasgow Warriors Managing Director

You will lead the strategic growth and long-term success of Glasgow Warriors, overseeing all operations both on and off the field, championing the club's brand. You will build and strengthen key stakeholder relationships, drive commercial and community impact, and serve as a visible ambassador, positioning the club as a leading force in professional rugby and at the heart of the community.

About the role

Key Responsibilities

Strategic & Business Acumen

- Lead the development of the facilities strategy to expand and develop the Scotstoun Stadium offering and/or other sites
- Maintain the focus on the Believable Path objectives to both increase stadium capacity and improve the high-performance facility, with a specific focus on facilities/access for the Womens Celtic Challenge squad
- Lead the club wide commercial, operational, and high-performance strategy
- Manage annual club budget for playing resources, rugby and commercial operations, minimising the financial contribution required from Scottish Rugby while ensuring teams remain competitive
- Oversee the recruitment and retention of players and employees, undertaking contract negotiations, succession planning, and astute budget management

Commercial

- Establish networks across Glasgow to build and maintain sponsor / partner family
- Identify and develop new income streams to maximise sponsorship income
- Oversee Marketing & Communications strategy that engages partners, sponsors, and fans to drive revenue and brand awareness
- Drive revenues, including sponsors and partners, ticketing, merchandise and hospitality

Supporter & Community Engagement

- Drive strong community programmes which develop strong relationships with local schools and clubs
- Ensure community engagements are in line with club values and add value to the local community, including ongoing support of the club's charitable partners
- Deliver a strategy to increase match attendance and enhance fan experience

Winning Teams

- Lead the Club's High-Performance department including Coaching, Medical, Athletic Performance, Analysis, Nutrition, and Academy to support the delivery and achievement of a world class professional rugby club
- Manage the player acquisition strategy to meet the club's performance aspiration and Scottish Rugby's long term player succession plan

Stakeholders

This role works with a wide variety of internal and external stakeholders to ensure collaborative working across all areas:

- GW Commercial, Marketing, Comms, Operations, Rugby Operations and Community Rugby teams
- GW Head Coach
- Scottish Rugby High-Performance Dept
- Players and agents
- External contractors / suppliers
- Glasgow Warriors commercial partners, fans and community
- Scottish Rugby central support
- URC / EPCR

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Key Skills

Revenue generation

- **Stakeholder management:** you have a strength for collaboration which engages internal and external partners. This enables you to create boundaries and manage expectations, enabling projects to work on time and to budget.
- **Business acumen:** You can take a bird's eye-view of how all the moving parts of the organisation fit together – understanding the whole game plan – from player performance to sponsorship deals. This way, making sure that your decision-making benefits all areas for now and in the future.
- **Influencing & Negotiation:** You have the skill to convince and compromise to get agreement and progress smoothly. You have great self-awareness and understanding of others and the ability to find win-win solutions.

Knowledge & Experience

- Expertise in managing large & multiple budgets
- Previous experience of managing in a professional sporting environment
- Previous experience & success in articulating & delivering strategic development plans to create long term & sustainable growth
- Strategic thinker and planner with ability to draw wider variety of elements into a common strategy
- Demonstrative experience of growing and maintaining commercial revenues from multiple sources
- Ability to align rugby and commercial aspects of the club to ensure success on and off the pitch
- Positive track record of managing people
- Role model of values that make a great high-performance culture

Working Logistics

Location: Scotstoun Stadium, Danes Drive, Glasgow G14 9HD

Working pattern: Full time, with regular evening and weekend working, and travel

Contract type: Permanent

Reports to: CEO, Scottish Rugby

*"Our ambition is that everyone in Scottish Rugby feels a sense of '**belonging**' by being clear on the **purpose** of their role, feeling **valued** as a member of the team, and **connected** to colleagues across all areas of the organisation"*