

## JOB DESCRIPTION

<b>Job Title:</b> Severn Stars Netball General Manager	<b>Band 6:</b> £27,116- £33,309 <i>Opportunity to progress to £36,382</i>
<b>Department:</b> School of Sport & Exercise Science	
<b>Reporting directly to:</b> Director of Sport Partnerships and Community Engagement (UW)	
<b>Supervisory responsibility for:</b> Severn Stars Netball administration assistants; Pathway staff and volunteers.	
<p><b>Other Contacts</b></p> <p><b>Internal:</b> Communications Department, Finance Department.</p> <p><b>External:</b> Dir of Sport &amp; Physical Activity Manager, University of Gloucestershire (UoG), Communications Department UoG, UoG School of Sport.</p>	
<p><b>Main Duties</b></p> <ol style="list-style-type: none"> <li>1. To lead on the day-to-day management and organisation of the franchise.</li> <li>2. To be responsible for ongoing development of 'brand image', merchandise sales and performance planning for the franchise across commercial, community, playing and financial budget elements.</li> <li>3. To proactively secure and retain player and team sponsors in line with the commercial plan and annual income targets</li> <li>4. To liaise with staff across both universities, to:             <ol style="list-style-type: none"> <li>i. maximise external Communications exposure for both universities targeting future student recruitment;</li> <li>ii. create opportunities for student engagement in all aspects of the franchise operation re work based placements, VAYL, professional practice hours for sport science disciplines, social media courses, journalism. Develop EAYL roles via Pathway coaching, team management, umpiring and table officiating;</li> <li>iii. liaise with Head Coach and Franchise Pathway Coach (FPC) in support of their work. Offer trials for student netball players, and engage with scholarship leads at both universities to support recruitment of talented players as students.</li> </ol> </li> <li>5. To continue developing external networks with NGB's, netball clubs, schools, colleges, county leads and regional netball associations, county sport partnerships and stakeholders to create student playing, volunteering, coaching and activator engagement opportunities in the community (Supported by FPC).</li> </ol>	

6. To act as England Netball's primary contact for all League Competition business and meetings, in particular: commercial, finance, broadcast, facility and fixture related issues.
7. To support the Board and senior management team, on:
  - i. player recruitment, contracting and retention, registration and associated salary management;
  - ii. produce direct reports for Severn Stars Board meetings;
  - iii. liaise with Clerk to the Severn Stars Board to schedule meetings
8. To manage Severn Stars social media platforms including the official web site paying particular attention to professional standards, currency of content, promotion of sponsors and regular advertising to improve reach and grow the Severn Stars fan base and brand image.
9. To work with staff across multiple departments located in two universities and be responsible for and line manage franchise administration and Pathway staff and volunteers.
10. To support the Head Coach through pre- and in-season to monitor player Performance welfare. Ensure contracted athletes are meeting the expectations of their role, for example player appearances and outreach activities across both universities.
11. To manage, plan and arrange delivery of Severn Stars community activity, including holiday camps for junior netballers, masterclass and coach development opportunities, walking netball for Seniors (65+yrs) and participation links with PAYP leisure leagues.
12. To undertake any other duties and responsibilities, commensurate with the grade of the post as directed by the Line Manager(s) and Board.

The post holder will be required to split their time across both University sites in Gloucestershire and Worcester.

Please note, a proportion of work will take place outside of normal working hours. Travel is essential.

\*The above does not represent an exhaustive list of duties associated with this role.