

WP REFEREES SOCIETY PORTFOLIO'S

PORTFOLIO: MARKETING, RECRUITMENT AND FUNDRAISING

1. PURPOSE OF PORTFOLIO:

Responsible for all marketing, recruitment and fundraising duties of the society in conjunction with the WPRU referees office. Member of the Executive Committee of the WP Referees Society.

2. KEY PERFORMANCE AREA'S(KPA'S)

MARKETING

- Market the Referees Society to clubs in conjunction with Club Liaison executive member
- Set up marketing and advertising opportunities at tournaments, functions and rugby matches
- Communication to various parties regarding marketing opportunities
- Production of flyers, advertising material and general communications
- Communication of events, functions and activities to the Referees Society
- Ensure invitations are sent to stakeholders, sponsors, referees and other interested parties to functions of the WPRRS in conjunction with the WPRU Referees office
- Organise and arrange the various functions and workshops of the Society, such as AGM, Year End function, prize giving events (blazers, capping etc) – not only limited to these in conjunction with the WPRU Referees office

FUNDRAISING

- Identification, execution and consolidation of fundraising events and activities
- Identify possible sponsors – negotiate to bring them on board in collaboration with the Marketing Department of the WPRU
- Organise sponsorships for various events and activities e.g. drinks, food and prizes

RECRUITMENT

- Assist with the recruitment of referees for the Society – identification of opportunities
- Scouting and identification of new talent

3. EXPERIENCE AND EXPERTISE

- IRB level 1 and/or 2
- Boksmart accredited
- Law knowledge and understanding of the game
- Written SARRA or WP Referees Law Exam and achieved a pass mark
- Marketing qualification and experience
- Fundraising and identification of sponsors

4. CRITICAL COMPETENCIES

- Excellent communications skills
- Interpersonal Skills
- Leadership skills
- Computer skills
- Negotiation skills

5. LEADERSHIP/ BUSINESS SKILLS

- Teamwork
- Financial

6. AVAILABLE EQUIPMENT

- Computer/Laptop (email)
- Fax/telephone
- Cell phone