

Role Profile: Social Events Convenor

Purpose of the Role

To plan, coordinate, and deliver a programme of social events that enhances the club's community, strengthens relationships across all sections, and contributes to club income.

The role is responsible for creating engaging, inclusive, and financially effective events that attract members, supporters, and the wider community, working in alignment with the club's overall objectives.

Reporting Line

- **Reports to:** Club Board (via member of the Board for reporting)
 - **Works closely with:**
 - Clubhouse Manager / Bar Convenor
 - Fundraiser / Grants Application Manager
 - Sponsorship Convenor
 - Media / Social Media Manager
 - Treasurer (financial reconciliation)
 - Directors of Rugby (for alignment with rugby calendar)
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Scope of the Role

- All club social events and functions
 - Engagement of members, supporters, and wider community
 - Event-related income generation (in coordination with Treasurer)
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Key Responsibilities

1. Social Programme Planning

- Plan and deliver a structured programme of social events across the year
- Ensure events are:
 - Inclusive and accessible
 - Aligned with the club calendar

- Aligned with club values
 - Attractive to a wide audience (players, parents, supporters, community)
 - Identify opportunities to introduce new and innovative event formats
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2. Event Organisation & Delivery

- Lead the organisation and delivery of events from concept to execution
 - Coordinate all logistics including:
 - Venue setup (with Bar Convenor)
 - Timing and scheduling
 - Resources and volunteers
 - Ensure events are delivered to a high standard
 - Perform necessary risk assessments and background checks, as required
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3. Volunteer Coordination

- Recruit and coordinate volunteers to support event delivery
 - Establish subcommittees where appropriate for larger events
 - Provide guidance and oversight to event teams
 - Encourage member involvement and ownership
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4. Financial Management & Accountability

- Plan events to be cost-effective and financially beneficial where appropriate
 - Ensure a full reconciliation of income and expenditure for each event
 - Adhere to club guidelines around handing money and use of club (rather than personal) bank accounts
 - Work with the Treasurer to ensure:
 - Accurate financial tracking
 - Alignment with club financial processes
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5. Engagement & Attendance

- Motivate members and supporters to attend club events
 - Promote events internally and externally (with Media Manager support)
 - Create a welcoming and engaging environment at all events
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6. Community Outreach & Growth

- Develop events that attract new visitors to the club
 - Use social events as a tool to:
 - Increase visibility in the local community
 - Encourage future membership and support
 - Extend the club's reach beyond existing members
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7. Collaboration with Key Roles

- Work closely with the Clubhouse Manager / Bar Convenor to:
 - Schedule events for maximum impact
 - Ensure operational readiness
 - Align with the Fundraiser / Grants Manager on fundraising opportunities
 - Coordinate with Media / Social Media Manager for promotion and coverage
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8. Continuous Improvement

- Gather feedback from attendees and stakeholders
 - Review event success and identify improvements
 - Refine the social programme over time
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9. Reporting & Governance

- Submit written reports to the member of the Board in advance of Board meetings covering:
 - Events delivered
 - Attendance and engagement
 - Financial outcomes
 - Upcoming plans and risks
 - Follow the Club code of conduct at all times and ensure adherence by others
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Key Attributes

- Energetic and outgoing
- Creative and proactive
- Collaborative and inclusive
- Positive and engaging personality
- Strong people skills

- Good communication ability
 - Strong organisational and administrative skills
 - Confidence to engage others and ask for support
 - Enthusiasm for organising events
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Key Relationships

- Club Secretary
 - Clubhouse Manager / Bar Convenor
 - Treasurer
 - Fundraiser / Grants Manager
 - Sponsorship Convenor
 - Media / Social Media Manager
 - Directors of Rugby
 - Volunteers, members, and supporters
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Time Commitment

- Variable depending on event schedule
 - Increased activity around:
 - Event planning and delivery
 - Key club functions and social calendar dates
 - Some evening and weekend commitment required
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Success Measures

- Successful delivery of a varied and engaging social programme
 - Strong attendance at events
 - Positive member and community feedback
 - Contribution to club income (where applicable)
 - Increased engagement across all sections of the club
 - Attraction of new visitors and potential members
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