



HONG KONG RUGBY FOOTBALL UNION

DIRECTOR OF MARKETING – TERMS OF REFERENCE

NAME: PAUL DINGLEY
TITLE: DIRECTOR OF MARKETING

NATURE AND SCOPE OF DIRECTORS ROLE:

The Director's primary responsibility is to consider, deliberate and act upon what is in the best interests of the HKRFU and all its members.

To be fully informed on organisational matters and to participate meaningfully in the HKRFU's Board deliberations on matters of governance, policy and Strategy.

To work closely with the assigned HKRFU Head of Department(s) to develop and deliver the main objectives set out in the HKRFU Strategic Plan.

RESPONSIBILITIES:

1. Demonstrate a personal commitment to the policies and HKRFU Strategic Plan.
2.
 - a. Regularly attend and participate in Board Meetings. Attend Committee or Working Group meetings as required.
 - b. To attend meetings that may be relevant to the responsibilities of the Director of Marketing and other such meetings that may require the presence of an elected officer of the HKRFU. These latter meetings may be of an ad hoc basis or 'rostered' amongst Directors.
3. Respect and adhere to HKRFU's Mission Statements, values, policies and strategic plan.
4. In interactions with the public, media, partners or sponsors, represent the position and views of the HKRFU Board, even if they differ from the Director's personal position or views.
5. Meetings with members of HKRFU Staff should be arranged in good time to avoid conflict with the day to day management of the organisation. Meetings should be planned in conjunction with the Head of Department and linked to the objectives set out in the HKRFU Strategic Plan.
6. Respect the confidentiality of information discussed by the HKRFU Board.
7. As members of the HKRFU Board of Directors, it is the Directors duty to:
 - Act in good faith
 - Act in the best interests of HKRFU
 - Act with the care, diligence and skill required of a member of the HKRFU

The Directors of HKRFU agree to undertake the above responsibilities free from any conflict of interest or prospect of personal gain. Full disclosure is required to be made to the remainder of the Board in the event of potential conflict of interest or monetary gain.

ACCOUNTABILITIES:

In line with the HKRFU Strategic Plan ensure implementation of the following objectives:

- Safeguard and enhance all “Sevens” revenue opportunities, whilst maintaining the world status of the event, by maintaining a long-term (four-year) agreement with the IRB to stage the Hong Kong Sevens and establish associated long-term sponsorship agreements.
- Seek and exploit possible new sources of income/funding opportunities for the benefit of the Union, and develop a robust sponsorship programme outside of the Hong Kong Sevens.
- Develop the Hong Kong Rugby brand to be comparable with the Hong Kong Sevens brand to meet the objectives of growth across all areas of the game. The brand needs to be consistent with the value added nature of rugby and incorporate the inherent values of rugby, such as team work and leadership qualities along with the associated health and educational benefits.
- Invest time and effort to better identify the audiences that are key to the future growth of the game, and focus marketing activities appropriately.
- Market and maintain a wide exposure of rugby in order to portray the game as vibrant, growing and an attractive mainstream sport in Hong Kong. This will reinforce all the Community Rugby initiatives in terms of recruitment and retention of players and volunteers.
- Develop a wider exposure of rugby in Hong Kong and continue to work with terrestrial radio and TV companies to ensure wider exposure.
- Increase exposure of rugby through the newly created Asian Five Nations by fully exploiting the associated media, TV and other various mediums.
- Invest time and resources to develop improved communication systems and ensure that their effectiveness is in line with the investment.
- Continue to develop both the Hong Kong Sevens and HKRFU websites, ensuring that they provide the end user with up to date and informative content in a user-friendly format. On-going investment in content and functionality can drive increased use and provide the HKRFU with current user data.
- Development of e-newsletters for both Community Rugby and the Hong Kong Sevens, and explore alternative digital marketing initiatives.
- Ensure that the websites and other publications serve not only as tools to inform the existing rugby community, but as an important medium to ensure a wider exposure of the game in Hong Kong as envisioned by the Strategic

Review the cost effectiveness of the Union's various communication channels, and ensure that their effectiveness is in line with the investment.

- To attract increased sponsorship for clubs with the assistance of the HKRFU.
- For Hong Kong Rugby to be acknowledged as a 'game for all'.
- Always ensure that Hong Kong rugby is safe, enjoyable and competitive.
- Maintain the ethos and culture of the game and for the spirit of rugby to be recognised throughout Hong Kong and, in doing so, work with other sporting agencies to enhance sport in general.