



RUGBY FOOTBALL CLUB

RFCLA ROLE DESCRIPTION – AVAILABLE POSITION (DRAFT)

RFCLA Game & Community Operations Coordinator / South Bay Location

Role: FT or PT pending experience of applicants

Applications close: 24 December 2024 (if not prior if suitable applicants are received)

About RFCLA

Rugby Football Club Los Angeles (RFCLA) was founded in 2023 and made their pitch debut in 2024, playing home matches in the South Bay area.

RFCLA was originally founded in Atlanta, GA in 2019 by the Calloway family and the new leadership/ownership is looking forward to building off their legacy in this new city while creating something special in Southern California. The team relocation from Atlanta to the West Coast was post-2023 season after being acquired by a new ownership group composed of leaders in the sports and entertainment space with deep roots in Los Angeles.

Although RFCLA is not the first MLR team to occupy the Greater Los Angeles area, the team is looking forward to strengthening an already robust and thriving local Rugby community. There's never been a more exciting time to be part of Major League Rugby and RFCLA is excited to start the second season in 2025 in our new home on the West Coast.

RFCLA is a participant in the Major League Rugby competition entering into Season 2 in 2025 since it was established in 2023.

Role Summary

As the RFCLA Game & Community Operations Coordinator, you are responsible for developing and managing the development and implementation of the logistical details of game day operations for each RFCLA home game and business events. You will oversee the relationship with our home match venue (UCLA + other venues) as the lead person, develop and implement game day plans with staff, external stakeholders and volunteers ensuring smooth execution of pre-game ceremonies and in-game entertainment, and including all game-day vendors are set up and prepared to provide top-quality service for RFCLA fans and attendees.

This job requires excellent communication skills, as you must coordinate with all departments within the organization, including marketing, sales, and promotions. You must also have strong organizational skills, since you will be keeping track of a variety of moving parts and ensuring that everything runs smoothly in consultation with the Venue Event Manager and external stakeholders & suppliers.

Your job also involves interacting with fans and ensuring that they have a positive experience at the game. Your duties may include coordinating events for special interest groups and assisting with the set up and removal of promotional events.



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Event management operations will be the focus for in-season match fixtures (Feb – July), with the off-season requiring development and management of Rugby community engagement. Your stakeholder management skills will grow connections with the SoCal senior and youth Rugby clubs to promote RFCLA through events and club support in coaching, promotion, participation and club registration growth.

If you have a passion for sports, excellent organizational skills, and a proven track record of event management and community engagement with a sport in Los Angeles or California then this job could be a perfect fit for you.

Role Duties and Responsibilities

Game & Event Operations

- Manage pre-game and post-game activities through pre-planning and agreed implementation from the in-season event plan for each home match
- Ensure all game amenities are functioning efficiently in consultation with Venue management and any external suppliers
- Communicate with team personnel, arena staff, and vendors including merchandise concessions to ensure smooth game day operations in written and verbal manner
- Assist with in-game promotions and entertainment from engaged talent, Rugby clubs and community groups invited to activate at RFCLA home games and events
- Handle game day emergencies and ensure safety protocols are followed as instructed by Venue management
- Perform administrative duties related to game day operations including pre-match planning and operational meetings, as required acting as an ambassador for RFCLA at all times.

Community Engagement

- Assist with the on-going maintenance of relationships with key stakeholders, i.e. Rugby Clubs, Communities and Schools to facilitate the growth of Rugby at the grass roots level
- Work with stakeholders to coordinate and facilitate opportunities for increased retention and recruitment – develop rapport with Rugby Coaches, Club and rugby organization representatives, including Referees and Physical Education teachers, Athletic Directors and community partner organizations
- Assist in driving the growth of schools and clubs participating in Rugby club programs to ensure growth in registrations
- Build and maintain databases of club volunteers available to assist in promotional activities and educate them with the latest resources
- Represent the views of RFCLA at stakeholder forums, influencing positively, gaining 'buy-in' for the various programs
- Maintain and improve existing Rugby programs in region · Assist in the development and maintenance of accurate data bases of coaches, referees and administrators in your region
- Provide support and participate in other Community Rugby initiatives as directed by Director

Applicant Requirements



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For this role a bachelor's degree in sports management or a related field would be beneficial. Previous experience in a similar role or the business side of sports, including practical experience working with college or minor league teams would be highly valued.

We would be looking for your references to indicate that you have good verbal and written communication skills and strong relationship management processes, plus be a team player!

Sport business does bring exciting and complex situations so being able to work well under pressure and multitask, while still delivering successful outcomes is important.

As this role is a critical function in overseeing the events that represent the brand with external stakeholders and consumers you will need to uphold the values of Rugby as an ambassador for RFCLA, to ensure fans and new customers have a great experience from start to finish at all times.

You must also be able to work weekends given our matches from February to June are played on evenings on weekends and Rugby community events take place across weekends also.

To apply please send your CV and cover letter supporting your application to Careers@RugbyFCLA.com

Alternatively, you can call ***** for a confidential discussion.



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