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OPPORTUNITY PROFILE CHIEF EXECUTIVE OFFICER



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BC RUGBY | CHIEF EXECUTIVE OFFICER

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THE ORGANIZATION

BC RUGBY

The British Columbia Rugby Union, commonly known as BC Rugby, is the recognized Not-For-Profit governing body for rugby union in British Columbia. As one of the province's core Provincial Sport Organizations (PSOs), BC Rugby receives funding via the Provincial Government and serves a vibrant community of over 9,000 members across 66 registered community clubs.

History & Heritage

Founded in 1889 in New Westminster, BC Rugby has overseen more than 135 years of growth across the men's, women's, and youth formats. The province has long been the engine room for Canadian rugby excellence, pioneering the seven-a-side format in Vancouver in 1956 and consistently developing world-class talent for Rugby Canada. This legacy of high performance is reflected globally, highlighted by the Canadian Women's Sevens team capturing Silver at the 2024 Paris Olympics and the Women's Fifteens squad placing second at the 2025 Rugby World Cup. Recent years have seen massive acceleration in women's rugby, mini-rugby, and age-group provincial championships.

Purpose & Core Values

Purpose: To grow, develop and manage the sport of rugby throughout BC, maximizing the game's potential at both the grassroots and elite levels.

Values

- **Safety:** Instilling a proactive culture of player welfare, injury prevention, and fair play on and off the pitch.
- **Integrity:** Championing honesty, transparency, good sportsmanship, & compliance with the Laws of the Game.
- **Respect:** Treating everyone fairly and respectfully and enforcing a zero-tolerance policy for harassment.
- **Inclusion:** Building a welcoming environment that leverages rugby's unique camaraderie to transcend geographical, cultural, and socio-economic barriers.

To learn more, please visit BC Rugby's [website](#).

THE OPPORTUNITY CHIEF EXECUTIVE OFFICER

The Chief Executive Officer (“CEO”) serves as the strategic leader and public face of BC Rugby. Reporting to an engaged, governance-focused Board of Directors, the CEO is tasked with translating the multi-year Strategic Plan into highly accountable operational and commercial outcomes.

This role requires a balanced executive who can simultaneously honor and safeguard the community/club game while boldly innovating for the modern sport amateur sport environment. The ideal leader will treat BC Rugby's initiative not simply as cost centers to be managed, but as drivers of growth, community, and revenue.



Key Responsibilities

Strategy

- **Strategic Execution:** Formulate, deliver, and track annual operating plans that directly fulfill the objectives and key performance indicators (KPIs) of the Board-approved Strategic Plan.
- **Modernizing Structures:** Examine and evolve BC Rugby so that it operates in accordance with the needs of the community.

Sport Governance

- **Club & Community Liaison:** Maintain highly visible, transparent, and collaborative relationships with all registered member clubs, ensuring grassroots needs regarding safety, registration, and competition management are met with excellence.
- **PSO Compliance:** Ensure strict adherence to provincial sport regulations, safe sport mandates, insurance requirements, and code of conduct policies across all divisions.



Financial, Risk & Operational Management

- **Financial Integrity:** Oversee all budgeting, cash flow forecasting, and resource allocations; provide accurate, timely, and highly transparent projections to the Board Finance and Administration Committee.
- **Revenue Diversification:** Build a robust, multi-tiered revenue portfolio that balances public grant funding (viaSport/Provincial Government) with philanthropic and sponsorship opportunities.
- **Risk & Safeguarding:** Maintain and actively mitigate the organization's Risk Register, ensuring thorough risk assessments are performed for all regional programs, tournaments, and events.

Board Alignment & Team Leadership

- **Governance Partner:** Act as a transparent conduit between the Board of Directors and the operational staff, utilizing data-driven KPI dashboards to routinely update the Board on operational progress, financial health, and emerging risks.
- **Staff Empowerment:** Provide inspiring, stable, and collaborative leadership to the BC Rugby staff; establish clear individual deliverables, provide consistent professional mentorship, and cultivate an inclusive workplace culture.

THE PERSON

The ideal candidate should be a values-driven leader, skilled in developing and executing operational plans that drive the strategic plan. A strong communicator, they create an empowering and inclusive team-based culture. The CEO should balance strong operational skills and business acumen with the ability to connect with BC Rugby's stakeholders. They are a natural relationship builder who understands the CEO's role in a member-driven organization. With sound knowledge of policy and governance, and experience working for a not-for-profit organization, the CEO will work closely with the Board to set, drive, and measure performance.



Skills & Experience

- **Education:** A Bachelor's degree in Sports Management, Business Administration, Commerce, or a related discipline is highly preferred.
- **Executive Leadership:** 8+ years of progressive leadership experience, ideally within a member-based organization, non-profit sector, or a sports and entertainment entity.
- **Commercial Acumen:** Proven track record of managing seven-figure operational budgets with strong financial discipline.
- **Rugby Credibility:** A deep, authentic connection to the sport of rugby (as a player, coach, referee, or administrator) is highly valued (but not strictly necessary), bringing an innate understanding of club culture and the ethos of the game.
- **Governance Expertise:** Strong command of policy development, board governance principles, public grant frameworks, and a meaningful commitment to Equity, Diversity, and Inclusion (EDI).



Core Competencies & Characteristics

- **Accountable & Results-Oriented:** Drives a culture of metrics and transparency; takes absolute ownership of organizational outcomes and expects the same from teams.
- **Collaborative Relationship Builder:** Possesses natural interpersonal skills, with a proven ability to unite diverse, strong-willed stakeholder groups—from rural club volunteers to national sporting executives.
- **Strategic & Nuanced Communicator:** Writes and speaks with complete clarity and purpose; excels at managing expectations during sensitive transitions or high-pressure public circumstances.
- **Innovative & Forward-Thinking:** Possesses the creative vision to challenge conventional amateur sports models, introducing modern, digital-first approaches to fan and member engagement.
- **Stable & Grounded Leader:** Acts as a stabilizing force for staff and members, combining a supportive mentoring style with an execution-focused corporate drive.



COMPENSATION

A competitive compensation package will be provided including an attractive base salary, up to \$165,000, and excellent benefits. Further details will be discussed in a personal interview.

FOR INFORMATION PLEASE CONTACT:

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