

Rugby League's



Uniting the Rugby League family to make a positive difference to people's lives

My role



- Community Relations Manager for the NRL
- Create and produce all community programs on behalf of the game
- Manage all charity requests on behalf of the game
- Create and manage all community events
- Work with NRL Clubs on improving their community programs
- Educate and train NRL players on the importance of community work
- Manage a large budget
- Manage a team of three
- Liaise with corporate and government partners

My week



- Monday – work school hours only
- Tuesday – work 7.30am - 4pm
- Wednesday – work 7.30am – 4pm
- Thursday – work 7.30am – 4pm
- Friday – day off
- Weekends and evenings – occasional work at matches and event

My background



- PR
- Sports Management
- 12 months in the USA at Orlando Magic in the NBA
- 10 years at Parramatta Eels NRL Club as PR and Community Manager and then part-time as Events and Ticketing Manager
- 2 years at the NRL

Rugby League 12 years ago



- First female on the management team
- First female to travel with the team
- Super League war
- PR Managers were new to the game
- Players were new to professionalism
- Nobody considered community relations an important marketing tool or a responsibility

Rugby League today



- Increase in women on the management teams at all Clubs
- First female NRL Board member appointed 2 years ago
- Female Board members at a number of NRL Clubs
- There's something in the water at Parramatta!
- Now have 45% female staff base, and 30% of these are either on maternity leave, working part time or job sharing
- The NRL has an exact ratio of 50/50 male to female employees
- Of the 15 women in the office, 6 of these are mums who either work part-time or job share
- My job was advertised as a full-time position, but I was offered a part-time role until I was ready to come back full-time

Managing a part-time work force



- *“As long as the job gets done!” – should be the motto of all employers and employees, and part-time managers*
- Have a clear job description and KPI's
- Trust
- Inspiration/motivation – don't lose sight of why they are here
- Flexibility – what you give is what you get

Job description



- Clearly defined KPI's
- Regular WIPS
- Regular staff appraisals
- Communication is key

Trust



- As an employer – trust that your part-time worker will get the job done
- As an employee – trust that your manager has trust in you!
- As a part-time manager – trust that when you delegate your team will get the job done

Inspiration/Motivation



- Don't lose sight as to why the person is in the role – and keep it going!
- As a part-time manager or a manager of a part-time employee, motivate and inspire your staff
- Give them opportunities



Flexibility



- It won't work without it!
- You need flexible working hours, flexibility around family commitments, flexibility with your staff, flexibility with your manager
- It all comes back to – “as long as the job gets done.”
- Understanding, compassion and a mutual respect is also important

Challenges of being the P/T manager



- Giving my team enough time
- Delegating
- Managing expectations
- Supervision when I'm not there
- It's important to be available and contactable for them when they need me

Why are part-time workers valuable?



- Can juggle more than one thing at a time!
- Are dedicated and motivated
- They are reliable and loyal - give them the opportunity and they won't want to let you down
- Their experience can be invaluable – both personally and professionally
- They won't change jobs often

Some things I've learnt



- To delegate!
- To trust (and not be a control freak!)
- To juggle!
- That I can find a balance and still contribute professionally (plus be a good mum!)
- That I couldn't live without my blackberry!
- That cc'ing whilst e-mailing is a very, very valuable tool

And lastly, it's hard work, and it's not easy, but it's worth it - for everyone!