



CLEVELAND ORIENTEERING KLUB CLUB DEVELOPMENT OFFICER

Cleveland Orienteering Klub (CLOK) is seeking a part-time contracted Club Development Officer (CDO) to deliver its Family Orienteering Project. We are seeking someone who is enthusiastic about developing the sport and who possesses the skills to translate the project's aims into practice.

Background Information

CLOK was established over 50 years ago and covers the Cleveland and North Yorkshire Moors and north-east Yorkshire. The club has access to a range of orienteering terrain and is continually working to increase its inventory of orienteering locations. Over the years, it has been able to organise a yearly programme of local and regional events as well as hosting major and national competitions. However, the club's spread area catchment poses different challenges and attracting new members who are able and willing to travel to club events and activities can be difficult.

CLOK (with support from the Orienteering Foundation) has run a club development programme over the past two years that focussed on bringing in members in the 19-35 age bracket. The programme has successfully established a twice-yearly introduction to orienteering course, as well as involved coaching days, online activities, interclub and regional outreach and expansion of orienteering opportunities in the Cleveland Area.

Currently the club has 137 members although not all are regular orienteers. The age profile of the club mirrors that of many other orienteering clubs: it has a high percentage (60%) of members in the 60+ age category. The club values its older members for the experience and contribution that they make especially with regards to the delivery of events. However, reliance on an aging membership is not sustainable and the club needs a bank of active younger members for succession planning. For this reason, CLOK wishes to continue its Club Development Programme with a focus on targeting families for membership increase by working in conjunction with the club's recently revived Schools Development Programme.

Family 'O' Project Aims

The project will target families of primary school aged children with the objective of introducing them to orienteering as an enjoyable, family friendly, health enhancing outdoor activity.

It will seek to capitalise on the advantages that orienteering has over other sports and to highlight the assets that it has for families by:

- marketing the family-friendly nature of the sport
- promoting the attributes of orienteering that are advantageous for children who may not enjoy team-based or other competitive sports
- capitalising on the mindset changes brought about during the pandemic which resulted in more people understanding the benefits of outdoor exercise
- appealing to parents who want to do something with their children as opposed to watching from the sidelines
- appealing to families already involved in outdoor sports/activities

Role and Responsibilities

As the club development programme will be seeking to alter its target audience slightly, there will be some degree of programme development required between the club development officer and key club officials. The role may specifically include:

- Producing programme activity plans, identifying resources that are required and setting out delivery methodology

- Organisation of programme sessions (including planning, delivery and recruitment of helpers and liaison with coaches)
- Continue the organisation and delivery of the clubs Couch 2 Green programme with a focus on evolving it into a family friendly introduction to orienteering course
- Marketing and publicity of the project and its activities through social media and community outreach by establishing communication links with community interest groups as appropriate to the target group (for example, fellrunning and athletic clubs, brownies and cubs, etc.)
- Working with the Schools Development Officer to convert school participation into club participation and memberships
- Management of the application and registration process of families on to the programmes
- Work to retain participants from any newcomer activities
- Maintaining records that demonstrate progress in achieving the success criteria for the project and providing verbal and written updates to the Club Chair and where appropriate at club meetings
- Working with the CLOK coaches and fixtures secretary in planning the progression opportunities
- Design and manage a 'family challenge' as part of the project
- Contribute to the evaluation of the project to include sharing the learning as per agreements with funding agencies

Skills, Knowledge and Experience

Essential criteria

- Practical knowledge of orienteering
- Recent involvement in orienteering as a participant or coach
- Flexibility with the availability to work at weekends and evenings to accommodate the requirements of the project
- Confident in the use of different social media platforms
- An understanding about publicity and marketing and how to best reach and engage families
- Excellent organisational skills
- Ability to plan interesting and engaging orienteering activities appropriate to the target group
- Good interpersonal skills with the ability to manage volunteers
- Current UK driving license and access to own vehicle

Desirable criteria

- Experience of working with primary school aged children and/or families
- An orienteering coaching qualification or the willingness to obtain one
- Other sports development experience
- First Aid qualification

Working arrangements and remuneration.

The CDO will be engaged on a contract (self-employed) basis. They will be responsible for obtaining appropriate public liability insurance and a full DBS check.

The contract is being offered on a flexible basis, calculated at on average 1.5 days per week for

about 42 weeks per year. The exact working arrangements will be agreed between the CDO and the CLOK Chair to accommodate the requirements of the project and, where feasible, the contractor's other work / home responsibilities.

The contract rate will be £110 per day, which is inclusive of basic travel costs.

The contract will be for an initial calendar year with the potential to be extended for a further calendar year. This will be based on evidence of progress being made against the project objectives.

Travel will be required between localities and activities.

There will be no office base and the CDO will be expected to work from home for administration and planning purposes.

The CDO will be managed by the CLOK Chair and will report back to the CLOK Committee overseeing the project to ensure attainment of targets and objectives.

NOTE: Applications will be welcomed from people interested in working for the full 1.5 days per week OR from those interested in working as a job share between two people. Please ensure this request is made clear on the application, and who would be considered the lead person.

Enquiries and Applications.

Informal enquiries up until the closing date can be made to Caroline Mackenzie, CLOK Chair, via chair@cllok.org.uk

To apply, please send a CV and cover letter to the CLOK Chair along with the name and contact email / phone number for a person who can provide references on your behalf.

The application should include:

1. How you would fulfil the requirements of this post and help to achieve the project's objectives.
2. A creative example of how you would engage with families to recruit them or maintain their involvement in the project.
3. Evidence of how you meet the essential criteria for the post.

CLOSING DATE FOR APPLICATIONS: 13th December 2023

Interviews are anticipated to take place on an evening during the week commencing 18th December 2023. Please indicate on the application any dates that you are unavailable that week.