



Development Officer Female Cricket (DOFC) Services Description 2018/19 Season

Reports to: NZC National Female Participation Manager and
Canterbury Cricket General Manager - Community

Type: Fixed term contract - 40 hours per week.

Start Date: 26 November 2018

End Date: 26 April 2019

Background:

NZC and Canterbury Cricket Association are committed to working together to provide opportunities for women and girls to play cricket throughout New Zealand.

The DOFC will be the shop window for girl's cricket, with the overall objective of recruiting and retaining female players, with both local and national support.

The role is suited to passionate people who have the energy to engage enthusiastically with young women. They are ambassadors for the game of cricket and, as such, must deliver sessions that are fun, fast and engaging.

Service Description:

The DOFC will be responsible for delivering the following 3-step process, designed to recruit and retain young female players, focusing primarily on the 10-14 year-old age group.

The process requires the DOFC to:

I. Step 1

Organise and deliver 'Girls Smash' promotional packages, comprising a presentation, fast-paced video, fun, cricket-based activity, and incentives (or some of these elements) to schools and other community organisations (such as churches, and migrant groups) with the purpose of encouraging girls to attend 'Girls Smash'.

DOFCs will also be required to utilise the marketing materials provided to create interest in attending Girls Smash in the wider community.

II. Step 2

Organise and conduct 'Girls Smash' which is essentially a weekly, free, fun, non-traditional Community Hub for girl's social cricket, securing the support of any volunteers required for the optimal delivery of these events.

III. Step 3

Understanding the individual ability and the ambition of the girls who participate in 'Girls Smash' and using local knowledge to direct them to the appropriate next step. This may be, for example, a continuation of attending 'Girls Smash'; joining a club or forming a school team etc.

The DOFC will receive centralized training (26-28 Nov TBC at NZC Offices in Grafton, Auckland) on how to deliver a consistent and quality experience for the 'Girls Smash' both on and off the field.

It is expected that the DOFC will work up to 40 hours a week between 26 November 2018 and 26 April 2019 with reduced hours over the Christmas period. There will also be some work carried out on weekdays outside normal working hours and weekends.

Key Outcomes (in line with training received):

- Organise and deliver daily (and where required multiple) promotional packages to schools and community organisations.
- Organise and deliver a weekly Girls Smash event in the targeted area.
- Engage with teachers and community leaders, to build their capability of helping to promote Girls Smash beyond DOFC sessions.
- To gain an understanding of the cricketing options within the community, to which girls can be directed towards.
- To ensure that through each of the three steps, the girls and their parents are fully aware of the 'next step' options available to them.
- The ability to report on an ongoing basis the potential exposure of Girls Smash through the delivery of promotional packages as well as participation rates and quality of experience at Girls Smash.
- A database of girls that attend 'Girls Smash'.
- High awareness of Girls Smash within the local target market.
- All staff protocols and procedures of Canterbury Cricket and NZC adhered to.

Personal Attributes

- Energetic
- Fun and engaging
- Organised
- Sporting background, but not necessarily cricket
- Ability to sell and motivate
- Ability to recruit support

Remuneration

A remuneration package will be paid in fortnightly installments during the period of the contract. The hourly rate will be set by the current NZ living wage, plus holiday Pay and Kiwi saver.

Weekly reporting, on days worked, sessions run, number of participants is expected weekly by Canterbury Cricket, and on a monthly basis to NZC according to the prescribed template.

If you have the skills and are interested in working with NZC and Canterbury Cricket to grow and promote the women's game, then please apply in writing to Simon Hill, General Manager – Community Cricket Canterbury Cricket Association. Email: shill@canterburycricket.org.nz

The closing date for this position is Thursday 8th of November at 5pm with interviews planned for Monday 12th November.