
Position Description

Participation Activator

Full time Fixed term October 2019 – March
2020

September 2019





Participation Activator	
Position Details	
Reports to: Primarily: Participation Manager – Women and Girls General Manager – Community Cricket	Positions Reporting to this Position: None. Location: Canterbury Cricket offices, Christchurch

Primary Purpose of the Position

To recruit, inspire and activate youth and junior participants to engage in cricket. To understand and listen to junior and youth needs and create engagement opportunities that are designed and led by them.

Organisation Environment

Cricket is striving to be 'A game for all, a game for life'.

We are responsible for delivering this vision in Canterbury through the community cricket strategy to:

'Engage people in a well-supported cricket network' to achieve this we have three key pillars:

1. Participation and Innovation
2. People Development
3. A Connected Network

Canterbury Cricket have seven member associations that deliver cricket throughout the Canterbury region. The Participation team will work closely with member associations and their staff to deliver on this strategy. Canterbury Cricket manages all Canterbury's professional cricket teams including the Canterbury Mens, Canterbury Magicians and Canterbury Kings teams. We also manage all Canterbury's talent pathways, male and female, and oversee all grassroots cricket participation in the region.

Organisational Culture

Canterbury Cricket is a leader. Our purpose is to inspire through our game and we lead by displaying courage, respect and integrity. We are committed to nurturing our culture to maintain core values of professionalism and personality; diversity and inclusivity; achievement and merit; informality and light heartedness; and energetic and entrepreneurial. Our Senior Leadership Team and staff are skilled, experienced and empowered to be proactive and take the lead on their ideas.

We endeavour to fail fast, fix fast and learn fast.

We value community, hard work and diversity, and believe that anything is possible with the right people, the right attitude, effort and skill.



Key Responsibilities

Key Responsibility Areas	Key Tasks
Activation	<ul style="list-style-type: none"> • Deliver quality participation experiences in: <ul style="list-style-type: none"> ○ Primary Schools ○ Secondary Schools ○ Shopping Malls ○ Youth groups ○ Church settings ○ And any other place children and young people recreate • With the purpose of getting participants active and then engaged in additional cricket programs and play opportunities
Programming	<ul style="list-style-type: none"> • Deliver fun, interactive physical play sessions tailored to the audience • Create session plans with progressions for continuous learning and development • Adhere to New Zealand Cricket age and stage guidelines • Be creative in delivery settings using props, games and activity that promotes healthy active play and supports continued engagement • Support the delivery of local superstar academy programs. • Work with local associations to deliver festival days, have a go sessions and modified playing opportunities to non-traditional markets. • Maximise the Canterbury Cricket inflatable equipment around the Canterbury region
Research and Development	<ul style="list-style-type: none"> • Build relationships with external organizations that activate young people • Create focus groups, surveys and build relationships to understand the needs of young people • Explore modified formats, competitions and play opportunities that have had success in other sports locally and around the world • Engage with the Women’s Cricket Ambassador program participants
Reporting	<ul style="list-style-type: none"> • Manage a database of places, spaces and numbers of attendees • Informally report to your line manager fortnightly • Formally report monthly on the template provided to GM Community Cricket and when required to NZC. •
Innovate and Self - manage	<ul style="list-style-type: none"> • Use initiative to engage, create or extend opportunities for people to play • Maintain a consistent diary of delivery events, fill the blank spaces with innovative engagement opportunities • Test, trial and be courageous with ideas and discuss openly with the Participation team. • Wear clothing provided by CCA and other suitable attire aligned to the CCA values and staff charter. • Learn and develop the skills required to deliver quality play opportunities
Female Cricket delivery hubs	<ul style="list-style-type: none"> • Deliver Yeah! Girls programme (10 to 12 Year olds) in conjunction with hubs and clubs around the region. • Deliver the NZC 13 to 15 and 15+ year old program in conjunction with the selected hubs and clubs around the region • Deliver awareness, promotional and activation sessions in targeted female only schools and social places linking girls to the local hub • Build relationships with local providers and youth agencies



Key Behaviours

1. **Courage** – to make decisions and be innovative
2. **Respect** – for ourselves, our people, our participants and the game
3. **Integrity** – doing what is right with honesty and passion

Key Challenges

- To use fun, physical play ideas to recruit young people into cricket playing opportunities
- To retain & grow participation and interest from females
- Managing time and commitments equally around the region on different projects.

Key Working Relationships

- Participation Manager – Women and Girls
- Match Officials and Operations Coordinator
- GM – Community Cricket
- All other CCA staff
- Christchurch Junior Cricket Association
- Christchurch Metro Cricket Association
- Canterbury County Cricket Association
- New Zealand Cricket
- Other sporting organisations

Knowledge, Skills and Experience

- Understanding of junior and youth participant needs
- Experience in delivering fun, social, interactive sessions to a range of ages
- Willingness to learn, listen and engage
- Ability to make decisions and ask when not sure
- Inspire and be openly outgoing to build relationships with young people
- Ability to communicate with a range of ages and in a range of situations
- Proven ability to be motivated and use initiative
- Personal alignment with the Canterbury Cricket culture and purpose
- Knowledge of the basic coaching framework
- Ability to write reports and articulate thoughts, ideas and actions.