
Position Description

Participation Activator

Full time Fixed term September 2020 –
January 2021

September 2020





Participation Activator	
Position Details	
Reports to: Primarily: General Manager – Community Cricket Cricket Manager - CICA	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 in New Zealand 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, which is 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. Connection and compliance

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. We aim 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 / Secondary School ○ Clubs ○ Shopping Malls ○ Community events ○ Youth groups ○ 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 • Explore modified formats, competitions and play opportunities that have had success in other sports locally and around the world • Engage with the Women’s World Cup legacy project and CHCH NZ on promotional opportunities
Reporting	<ul style="list-style-type: none"> • Manage a database of places, spaces and numbers of attendees • Informally report to the corresponding district/ sub association 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, Cricket Managers, and the GM Community Cricket. • 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
Inflatables and events	<ul style="list-style-type: none"> • Attend local council and community events to deliver skills or inflatable sessions. • Liaise with event providers on attendance and opportunity to promote sport. • Coordinate the Team Up calendar of events between the district and sub associations while balancing the needs of CCA.



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 children and young people into cricket playing opportunities in club or school
- To retain & grow participation and interest from female participants
- Coordinate and deliver on a calendar of events with the inflatable equipment around the region

Key Working Relationships

- GM – Community Cricket
- Cricket Manager - CJCA
- Match Officials and Operations Coordinator
- All other CCA staff
- 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
- Ability to work independently
- Willingness to learn, listen and engage
- Ability to make decisions and ask when not sure
- Inspire and be openly outgoing with children and 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
- Ability to write reports and articulate thoughts, ideas and actions.