PARTICIPATION DIRECTOR

Cricket Ireland is the governing body for the game at both performance and participation levels throughout all-Ireland, representing the interests of both the men's and women's game.

The future of Irish Cricket is very bright following the performance of our senior squads with significant wins against Test countries, qualification for all the major World Cups during the last 9 years, and the last two Women's World T20 Cup's. Cricket Ireland now has the second-highest social media reach of all Irish sports bodies, participation levels are growing well and the number of people following the sport in Ireland has increased significantly.

This success has resulted in the rapid growth of the organisation and significant increase in turnover through partnerships with the International Cricket Council, with blue-chip multi-national companies, and with Sports Councils on both sides of the Irish border.

Following the recent departure of our National Development Manager and the launching of our new Strategic Plan ('Making Cricket Mainstream'), which firmly places the game's growth in Ireland as one of our four main pillars, Cricket Ireland is now seeking an ambitious and confident **Participation Director.**

The successful candidate will have responsibility for leading game development and growth of the game in line with the relevant targets in the Cricket Ireland Strategic Plan, and ultimately helping to make cricket become a mainstream sport in Ireland. Based in our Dublin HQ, and reporting into the Chief Executive, this is a senior role and the incumbent will join the Senior Management Team.

The position offers a genuine opportunity for the successful candidate to take ownership, shape and oversee the delivery of a central pillar of our new strategy to procure our continued successful off the field of play, as we have been on it.

PARTICIPATION DIRECTOR

JOB PURPOSE

The Cricket Ireland Participation Director will lead, manage and organise the integrated delivery of a single, long-term strategy for game development and growth across Ireland in line with the relevant targets in the Cricket Ireland Strategic Plan.

MAIN AREAS OF RESPONSIBILITY

LEADERSHIP AND GOVERNANCE

- Lead and oversee the implementation of the Cricket Ireland (CI) Strategy for participation, club development and domestic cricket
- Provide leadership and develop high quality programmes and resources to support Participation & Game Development within CI and Provincial Unions (PU's), and oversee the co-ordination of high quality support services and programmes for PU's, clubs and key external delivery partners
- Working with the PU's to deliver and assist in the implementation of policies regarding organisational capability and development of PU's
- Assist in the development of service level agreements between Cricket Ireland and the PU's
- Manage the distribution of funds to PU's and oversight and monitoring of SLA's/MOU's
- Line manage CI Regional Development Officers and any direct link Active Communities Coordinators, aligning delivery programmes with strategy, until such time as PU's are able to directly employ these staff
- Form part of the CI senior management team
- Work in partnership with the CI commercial team to maximise commercial partner investment and VIK into Cricket Participation and Club Programmes
- Ensure effective strategic local direction, planning and communication through links with all Provincial Unions
- Act as Lead Signatory for the AccessNI process in Northern Ireland and Garda vetting in the Republic of Ireland
- Promote the best interests of CI at all times, including the promotion of CI core values
- Provide content for various CI communications such as: www.cricketireland.ie, CI newsletter, CI Cricket Annual, CI Coaches Association newsletter and external communications
- Prepare written and oral reports and presentations as necessary
- Be a member of the CI Cricket Committee and Youth Working Group
- Identify and apply for appropriate funding streams, and signpost the same to PU's and/or clubs from all applicable sources
- Undertake other duties as may be required from time to time as are consistent with the responsibilities of the post and the needs of CI

- Lead the CI Youth Inter-Provincial structure competition, as part of our Talent ID process

THE CLUB GAME

- Establish and manage a range of strategies to support clubs to grow opportunities to play different formats of the game within their existing operational capacities
- Work closely with the PU's and Active Club Coordinators to identify the changing needs of cricket clubs as they develop new and different growth strategies and ensure that innovative solutions are created to support clubs
- Sustain and help grow the number of cricket clubs and affiliated teams
- Manage the delivery, develop and extend development programmes for Club Accreditation, Club and Community Facility Development, and education programmes for volunteer workforce (coaches, officials, groundsman, and administrators), ensuring they are appropriately delivered as part of the club and game development strategy
- Implement a player-focused and age-appropriate Playing and Competitions Strategy across youth representative cricket for male and female players

GROWTH

- Establish and manage a clear strategy to support the development of more women and girls in the regular playing of the game
- Initiate strategies to grow the game in identified geographic locations and with identified population groups
- Oversee the co-ordination of participation programmes for youth, adult, disability and recreational cricket
- Engage with other sports and other nations to develop creative solutions to encourage more people to take up cricket and to play it on a regular basis
- Work with partner organisations and the cricket community to identify barriers to participation and create innovative solutions to break down these barriers and make cricket mainstream
- Design innovative programmes to reduce the drop out of players aged 14-18
- Encourage and support more institutions and participants to take up the playing of cricket
- Help develop more competitive teams in inter- and intra- provincial youth cricket
- Work with PU's to improve domestic cricket systems
- Identify areas of high and low participation in cricket and focus effort and resources to increase and sustain participation in targeted areas
- Develop and implement flexible formats of cricket such as: Kwik cricket, Super 8's and Indoor 6-aside and implement a competitions strategy across the club/education sector that provides the optimum competition and training programme for young players

EXTERNAL RELATIONSHIPS

- Develop strategic relationships with external partners, particularly ICC, counterparts in the England and Wales Cricket Board and other ICC members, and other NGB's
- Work closely with Sport Ireland and Sport NI to manage an agreed strategy and set of targets to grow the numbers of people regularly playing cricket
- Develop and nurture relationships with specialist organisations such as Street T20 Cricket, Chance to Shine and Last Man Stands, identifying opportunities for joint working and initiating joint programmes of work capable of achieving mutual goals
- In conjunction with Local Authorities and County Sports Partnerships, assist PU's to develop and strengthen local infrastructures through funding, facilities, human resource and any other relevant support
- Stakeholder management of all key national partners
- Ensure CI develops world-leading, innovative, player- and consumer-focused participation programmes in order to deliver the targets within the national game strategy and key areas of the Sport Ireland (SI) strategy and Sport Northern Ireland (SNI) Sporting Clubs plan.
- Act as the key contact for Sport Ireland, Sport NI, ICC and key national partners with regard to participation, growth and development
- Build networks with umbrella voluntary sector bodies throughout Ireland to tap into expertise and best practice in the most cost-effective way to support strategic objectives

WORKING RELATIONSHIPS

- Chief Executive
- Performance Director
- Provincial Union General Managers and Senior Executives
- Game development regional staff
- Marketing Manager
- Coach Development Manager
- Cricket Committee & Youth Working Group
- Board (as requested)
- All Affiliated Clubs
- Sport Northern Ireland
- Sport Ireland
- England and Wales Cricket Board
- ICC and ICC Europe

- Local authorities and Local Sports Partnerships

EXPERIENCE and SKILLS REQUIRED

Educational and Professional Qualifications	*Essential*	• Educated to degree or diploma level specialising in sport or sports development
	Desirable	• Not applicable
Previous Experience/ Training	*Essential*	• Significant experience (min 5 years) of sports development experience at management level, ideally in a range of environments including club, regional, state/province/county or national level • A successful record in game development planning and monitoring, and contributing to and implementing strategic plans • Knowledge of cricket • Three years' full-time experience (or part-time equivalent) in line-managing staff, and a record of successfully setting and managing budgets • Practical experience and demonstrable knowledge of the role that system development plays in game development and growth
	Desirable	• Verifiable record of leading within a multi-disciplinary team in the delivery of services to development groups, clubs, state/province/county
Job Related Requirements	*Essential*	• Knowledge and understanding of game development and growth programmes • Willingness to undertake extensive travel around all-Ireland, and occasionally overseas, and to work unsocial hours including late nights and weekends • Persuading and influencing skills • Must be highly organised with the ability to plan a range of projects and initiatives that must be delivered to tight deadlines • Experience of presenting/engaging/influencing from grass-roots to senior/Board level • A full clean current driving licence
	Desirable	• Framing and/or implementation of service-level agreements with relevant stakeholders
Inter-Personal Skills	*Essential*	• Excellent written, verbal, communication, presentation and relationship building skills • Excellent interpersonal and communication skills, both written and oral • Excellent IT skills including the use of Microsoft office, CRM systems and databases • Excellent organisational, planning and time management skills • Demonstrable leadership and decision-making skills • Ability to demonstrate integrity and appropriate working relationships

The selection panel reserves the right to consider Desirable Criteria during the short-listing process should candidates remain on an equal footing using simply Essential Criteria

REMUNERATION

- The package will include a competitive salary commensurate with qualifications, skills and experience, and include healthcare, pension, a company vehicle, a mobile phone and laptop for business use. Complimentary gym and swimming pool membership will also be available.

PROCESS

- The closing date for applications will be **Wednesday 23rd November**
- A detailed letter of application and full CV should be sent by email to recruitment@cricketireland.ie with the subject 'Participation Director' and will be confidential.
- Preliminary interviews will be held **Wednesday 30th November**