

Job Description

Canoeing Development Officer

Responsible to

Participation Manager

Main Purpose of Post

To increase the number of people that regularly go canoeing, through the development and delivery of a strategic local plan in line with the Canoe England 2013-17 delivery plan, interventions and targets.



The ability to make a difference within the focus area is supported by:

- Raising the profile of Canoeing through engagement with key partners
- Application of sound business principals which must include planning and performance monitoring, promotion of products and the ability to engage new partners
- Actively seek new engagement opportunities
- Being aware of and driving business and funding opportunities forward
- Support and development of canoe providers, both formal and informal.
- Supporting ,promoting and engaging BCU/CE products with new and existing markets
- Focusing on acquisition and retention of whole sport plan programmes
- Providing support and advice for local club and strategic facility development
- Providing support and delivery at events and exhibitions
- Providing support to canoe providers to develop sound governance and management practices

Key areas of intervention include:

Participation Programme

Youth Participation

1. Increasing the numbers of Young people paddling regularly
 - Assisting Providers to develop their practices and procedures to become more active, effective and more attractive to young people.
 - The promotion and support of Club accreditation schemes, increasing the number of Paddle-Ability Top Clubs
 - Engaging youth organisations and clubs, both formal and informal, to develop deliver the U Canoe programme, a quality process which transfers young people into ongoing progressive, Canoe opportunities.
 - Supporting and engaging opportunities at School Games in the build up, during and post games period
 - Promotion of Canoeing Programme & initiatives to all partners & providers
2. Increase the number of Students regularly participating in Canoeing from the Educational sector
 - Engaging with School PE departments to develop curriculum opportunities which links to local community engagement
 - Working closely with School Games Co-ordinators to support Canoeing Level 1 & 2 school games events
 - Support the development of school based Watersports hubs
 - Engaging with Further Education Sport Co-ordinators and Colleges Makers to develop regular U canoe opportunities

- Engaging with Higher Education Sport develop regular canoeing opportunities ,supporting the development of Clubs and events

Adult Participation

Acquisition of participants through the Go Canoeing Programme

- Plan , Co ordinate and promote Local opportunities that will increase regular participation
- Support the expansion of Go Canoeing programme through local engagement with potential and current Go Canoeing providers
- Support the development of Local Canoe Trails and Tours
- Build and develop relationships with local Canoeing retail and traders
- Provide support for Go Canoeing Guide training , monitoring and evaluation
- Increase the quality of Go Canoeing Starter Sessions through the delivery of Partnership agreements
- Work with key local partners to ensure an increase in regular participation

Retention of existing participants through the Paddlesport Challenge Programme

- Developing and supporting local event opportunities for participants aged 35+
- Developing and supporting local Indoor Ergo opportunities
- Provide event support to National Ergo championships
- Work with local delivery partners to establish 'Clinics and Symposiums' where the demand exists
- Provide event support and delivery at events and exhibitions

Retention and Acquisition of Participants with a disability through the Paddle-Ability Programme

- Support the delivery of Paddle-Ability Top clubs
- To ensure a quality activity and event programme
- Support the delivery of Paddle-ability starter sessions

Membership Development and Customer support

- Servicing existing membership accounts, activity promote products and services , and establishes new membership accounts
- Adjusts content of sales presentations by studying the type of sales outlet or trade factor.
- Focuses sales efforts by studying existing and potential volume of dealers.
- Submits orders by referring to price lists and product literature.
- Keeps management informed by submitting activity and results reports, such as daily call reports, weekly work plans, and monthly and annual territory analyses.
- Monitors competition by gathering current marketplace information on pricing, products, new products, delivery schedules, merchandising techniques, etc.
- Recommends changes in products, service, and policy by evaluating results and competitive developments.
- Resolves customer complaints by investigating problems; developing solutions; preparing reports; making recommendations to management.
- Provides historical records by maintaining records on area and customer sales.

Skills/Qualifications: Customer Service, Meeting Sales Goals, Closing Skills, Territory Management, Prospecting Skills, Negotiation, Self-Confidence, Product Knowledge, Presentation Skills, Client Relationships, Motivation for Sales

General

The Canoeing Development Officer must:

- Ensure the accurate and timely return of monitoring information
- Plan, manage, allocate and account for their own budget
- Undertake other tasks in consultation with their Line Manager and any other tasks appropriate
- Support cross-departmental working to ensure effective market place support
- Act as an ambassador for Canoeing at all times and develop opportunities with local partners such as CSP's Local Authorities and be prepared to engage in Cross- sport working
- Support local Canoe communities involved in Canoeing Engagement programme activities
- Be able to provide up to date Governance support and knowledge to Canoe England Affiliated Clubs ,BCU Approved Centres and other key partners
- Be prepared to support Canoeing promotional activities and major events

Other Requirements

- Able to work within the operational guidelines of the BCU Core Values
- Be willing to take a DBS check.
- Take part in staff and individual training programmes relating to the post

PERSON SPECIFICATION – Canoeing Development Officer

Education and Qualifications

- A degree is desirable but not essential if the candidate can demonstrate experience of success in this type of role and possess high levels of numeracy and literacy skills and the intellectual capacity and flexibility to cope with the work involved across the informal and formal Canoeing market place
- Other relevant industry qualifications in other sectors very desirable i.e. sales and marketing, customer service, communications
- Sports Development /Programme Development /management qualifications are desirable
- Valid Full Car driving licence is essential

Experience and Knowledge

- Extensive experience of developing, building, managing and influencing local relationships with budget holders and decision makers
- Experience of:
 - working in partnership with a wide set of voluntary, public and private sector and external agencies across the market place
 - promoting, marketing and achieving performance targets
 - translating national targets into local area delivery plans
 - line management within both volunteer and paid roles
 - developing programme solutions to meet local demand
 - data collection
 - building and developing new business opportunities
 - change and conflict management
 - Project management

- Knowledge and understanding of:
 - the day to day governance, management and operations of Canoe clubs/Centres is highly desirable
 - sport and the voluntary sector
 - sports development including volunteer networks, government funding, partnership working, Governing Body structures and club management
 - Canoeing and sport in the educational sector
- Be able to demonstrate a track record of successfully meeting targets
- Have a sound working knowledge of Microsoft Office or equivalent software packages including Word, Excel, PowerPoint and email
- Have general up to date knowledge of current legislation in sport including child protection, health and safety, equity and event safety.
- Have an up to date knowledge of Funding opportunities to support and advise partners

Skills and abilities

- Energetic with the ability to inspire, motivate and be a strategic, local and personal brand ambassador at all times
- A 'can do' creative attitude with the ability to task finish embracing a Win/Win approach
- Self motivated with drive to contribute to the mission
- Demonstrate integrity at all times
- Be able to deliver under pressure and manage many projects simultaneously
- Be a team player with the ability to work from own initiative
- Ability to build trust and confidence with stakeholders
- Ability to analyse and problem solve
- Facilitation, negotiation and influencing skills with the ability to sell products
- Presentation skills capable of reaching diverse audiences
- Performance driven and intensely customer focused
- Excellent written and verbal communication skills
- Preparedness to work unsocial hours
- Be able to work from home, office or other locations
- Leaves all personal, sport, and business baggage at home
- Be able to access remote outdoor and work locations independently