



**DURHAM  
CRICKET**

**EMPLOYMENT PACK**

**CRICKET YOUTH ENGAGEMENT OFFICER**



## INTRODUCTION AND OVERVIEW OF DURHAM CRICKET

Durham County Cricket Club (DCCC) was established as an amateur Minor County in May 1882 and went on to become cricket's most successful Minor County and the first to beat a First-Class County when defeating Yorkshire in 1973. Durham was awarded first class professional status in December 1991 – the only new First-Class County in over 70 years – and played in the professional structure from 1992.

Since 2007 DCCC has had significant success winning the County Championship three times and being runners up once, and also won the Fifty Over Competition twice in Lord's finals and appeared twice in T20 Finals Day.

Since becoming a first-class county, DCCC has established English cricket's most successful academy, regularly producing international stars for England, including Steve Harmison, Paul Collingwood, Mark Wood and Ben Stokes.

Durham CCC created the first new English Test Match stadium in over 100 years securing a long-term stadium naming rights sponsorship with Emirates Airways that ended in 2021. The venue has a 14,000 permanent seating capacity and the Club has staged international cricket every year since 1999, including the successful Ashes Test held in 2013 and three games in the ICC Cricket World Cup in 2019. The Club has been awarded a further package of international matches to 2024.

A successful rebrand in 2018 created a new Durham Cricket identity. Durham Cricket is now the umbrella organisation encompassing all elements of cricket provision in the county covering the professional and recreational game and all activities impacting on the wider community of the county and beyond. Four separate organisations sit under the Durham Cricket umbrella and these are briefly described below.

**Durham Cricket Community Interest Company (CIC)** – Durham Cricket CIC operates the professional cricket side of the business.

**Durham Cricket Board** - the Durham Cricket Board is the recreational body in Durham responsible for all non-first class cricket related activities in the County. Primarily responsible for driving the growth in participation and ensuring the cricket clubs in the county are organised in a way to provide safe, welcoming environments to allow people to enjoy a lifelong involvement in cricket.

**Durham Cricket Foundation** – the Foundation is the charitable arm of Durham Cricket and delivers initiatives aimed at providing opportunities and improving the lives of the local community.



# VISION, PURPOSE AND VALUES OF DURHAM CRICKET

## BUSINESS DIRECTION, VISION AND VALUES

Durham Cricket has an essential role as the strategic delivery arm of the ECB in north east England. Durham Cricket also has the opportunity to mark out a very distinctive position in the world of cricket through the development and communication of an inspiring common purpose and strong individual identity (the Durham Cricket brand).

Our vision aligns the organisation from Changing Room to Boardroom, bringing together cricketing and commercial goals and resonates with our community (customers).

An effective Durham Cricket brand demands focus, ambition and a consistent approach to everything we do. There is an expectation that all our people will follow the vision, live and breathe the values and adhere to a set of consistent behaviours. These are all set out below.

## VISION

The vision of Durham Cricket has two key elements. Firstly, there is an internal vision which is designed to guide how the staff go about delivering on the organisation's values and objectives. Secondly there is an external vision which shows how Durham Cricket are going to deliver on its cricketing objectives and assist the ECB in meeting their strategies.

### Internal Vision:

Durham Cricket will be recognised for having a winning culture both on and off the field achieved by highly engaged people who enjoy working together with pride and passion.

### External Vision:

2 £2 million invested into recreational and community programmes  
0 No debt  
2 Winning two trophies  
4 Producing four new England players

## PURPOSE

UNLEASHING POTENTIAL THROUGH CRICKET IN THE NORTH

## VALUES

**PROUDLY NORTHERN**

We stand for something. We are family. Genuine, welcoming with a resilient spirit and a sense of fun.

### **PASSIONATE ABOUT DURHAM**

We care about our club, our business and our brand. The passion and emotion unites us and drives us forward to create opportunities for the north on a national and global stage.

### **PURSUING EXCELLENCE**

We strive to be the best we can be. Continuously improving and pushing ourselves to set higher standards.

### **UNIQUELY CRICKET**

Cricket is at our heart and heritage. It makes us unique and its principles guide everything we do.

## **BEHAVIOURS**

- We are ambitious in the goals we set
- We actively seek and encourage feedback in pursuit of excellence
- We focus on continuous improvement
- We are accountable for our actions
- We catch people doing things right
- We are adaptable and flexible
- We stay true to our vision



LORD'S TAVERNERS  
Giving young people a sporting chance



## **Cricket Youth Engagement Officer (35 Hours per week, Permanent Contract)**

**Responsible to:** Durham Cricket and The Lord's Taverners

Starting in 2015, Hartlepool Wicketz has developed multiple community hubs across the town. This exciting role seeks an energetic and experienced individual who can deliver across a wide range of key priorities and objectives. The role combines programme development with cricket coaching focused on the personal development of participants and the development of sustainable Wicketz hubs and clubs. The role will be responsible for engaging young people and recruiting volunteers from areas of deprivation/hard to reach groups into becoming active members of local Community Wicketz Hubs and Clubs.

The individual needs to be:

- Highly motivated, positive and passionate
- Proactive and ability to use their own initiative to drive change in local communities
- Strong communication skills both oral and written
- Understanding of the needs of both focus locations including health and wellbeing agendas

### **Main Job Role:**

- Oversee the delivery of three existing community hubs across Hartlepool, ensuring each hub provides personal development opportunities for participants
- Continue to develop 2 Wicketz community hubs in the Horden and Blackhall areas that engage hard to reach individuals and provide personal development opportunities that will enhance their future prospects
- Ensure all community hubs build participation and competitive opportunities, whilst tackling prevalent social issues identified within the community and promoting healthy lifestyle choices. Develop a range of sporting and non-sporting pathways for participants beyond Wicketz
- To ensure the Wicketz legacy is left within the community beyond the cycle of the programme by identifying and upskilling participants, volunteers and members of the community
- To work with specific Wicketz identified clubs to assist with all areas of club development

- Manage volunteers currently engaged with the delivery of the Wicketz programme
- Look to expand Wicketz in the South East of Durham with a focus on increasing participation within local Clubs as well as tackling prevalent issues facing young people in these communities
- To positively engage with the local community, to champion and develop partnerships with businesses, partner agencies, schools, parents and other sports groups to ensure community cohesion
- To be patient and understand the importance of developing strategies to enable challenged individuals to make the most of opportunities to use the power of cricket as a vehicle to seek to enhance their future prospects and support them make positive life choices
- Develop social and inter-personal skills of participants including: leadership, communication and self-esteem
- Provide formal written reports and case studies, and ensure all monitoring and evaluation is kept up to date
- Organise and deliver festivals and competitions to engage the wider community

**Job Purpose:**

- To develop and deliver a strategy to implement the Wicketz programme aligned to the needs of the local communities and cricket clubs.
- To successfully engage young people aged 8-19 years old into a Wicketz community Hub or club focussed on participation, sustainability leaving a longstanding legacy. Working to create an offer for these participants into their latter teens and help them into valuable pathways both inside and outside of sport.
- Deliver quality, innovative programmes, health activities and opportunities to engage all members of the community into the game of cricket through Wicketz Hubs and Clubs
- Maintain a database of participation for all who have engaged with our programmes, and to maintain regular communication and dialogue, whilst also capturing feedback, opinion and a review of satisfaction
- To comply with the monitoring and evaluation requirements of the Lord's Taverners for the Wicketz programme including database management and written reports
- To collect case studies to highlight the positive impact of the programme in both locations.
- Ensure the branding and identity of the programme within delivery
- Delivery of a year-round cricket programme that is diverse and inclusive, and attracts girls and boys as well as the wider community
- Developing cricket opportunities for all players of all standards (coaching, tournaments, teams or casual play)
- Liaise/Support other initiatives to signpost Wicketz participants, to older age group cricket participation projects and increase awareness of the Wicketz programme locally.
- Develop extended partnerships with external partners and stakeholders resulting in an enhancement of cricket development plans/strategies



## **Person Specification:**

### **Knowledge, Education and Experience**

#### **Essential criteria**

- An understanding of the principles of sports development
- An understanding of the Wicketz Programme and its aims and objectives
- Experience in youth work
- Experience of mentoring, supporting and encouraging volunteers and young people
- Experience of working with children with behavioural and special needs
- Experience of Partnership Working
- Understanding of the local landscape and community, in particular local authority
- Computer literate including using databases
- Holder of a current full driving licence with access to their own vehicle
- DBS verified, First Aid & Safeguarding qualifications.
- Has a right to work in the UK

#### **Desirable criteria**

- A good knowledge of the structure of cricket (UK and Internationally)
- Significant cricket coaching experience within a club/community environment
- ECB L2 accredited coach
- Experience in workshop delivery
- Experience of working with inactive people in recreational sport and/or physical activity sessions
- Fund writing experience

### **Skills, Abilities and Personal Attributes**

#### **Essential criteria**

- Flexible approach to work including working evenings and weekends
- Good oral and written communication skills across a culturally diverse population
- Ability to identify opportunities and maximise its potential
- Ability to find solutions from challenging circumstances, ability to prioritise workload
- Creative, innovative, results driven and ability to work with minimum supervision and able to meet timescales
- Self-motivated, ability to use own initiative and be able to inspire and enthuse
- Evidencing a good work ethic and commitment to deliver.
- Commitment to continuous professional development

## **OTHER CONDITIONS**

The post holder will be based at the Seat Unique Riverside as part of the Cricket Development Department. Due to the nature of the work the post holder will carry out his/her duties as



such times/days which are most effective to perform the tasks required. This will involve some out of hours work – evenings, weekends, Bank Holidays, as necessary.

## **EQUAL OPPORTUNITIES IN EMPLOYMENT POLICY STATEMENT**

It is the policy of Durham Cricket to treat all employees and job applicants fairly and equally regardless of age, disability, gender, reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex or sexual orientation. Furthermore, Durham Cricket will ensure that no requirement or condition will be imposed without justification which could disadvantage individuals purely on any of the above situations.

We recognize and value the difference and individual contribution that people make to the organisation. We strive to ensure that diversity as well as equality is embedded in all our policies, procedures and practices, responding to employees' needs and encouraging employee development to increase their contribution to effective service delivery.

## **SAFER RECRUITMENT POLICY**

Durham Cricket is committed to safeguarding and protecting the children and young people that we work with. As such, all posts are subject to a safer recruitment process, including the disclosure of criminal records and vetting checks. We ensure that we have a range of policies and procedures in place which promote safeguarding and safer working practice across our services.

## **HOURS**

Full-time employed (35 hours per week)

## **SALARY**

£19,000 - £22,000 depending upon experience + expenses

## **HOLIDAYS**

28 days per annum (pro rata) which includes the 8 statutory Bank Holidays in England & Wales.

## **PENSION SCHEME**

Automatic Enrolment into the Royal London Group Personal Pension Plan. Matched employee contributions up to a maximum contribution of 5% of Basic Salary.

## **WORKPLACE**

Durham Cricket, Seat Unique Riverside, Chester-le-Street, DH3 3QR.

## **TO APPLY**

If you would like to be considered for this post please email your CV and cover letter to Graeme Weeks, [graeme.weeks@durhamcricket.co.uk](mailto:graeme.weeks@durhamcricket.co.uk)

If you would like to have an informal conversation about this position, please contact Graeme Weeks, [graeme.weeks@durhamcricket.co.uk](mailto:graeme.weeks@durhamcricket.co.uk) – 07733 003045

Closing date for applications is Sunday 6<sup>th</sup> November 2022.