



DURHAM CRICKET

EMPLOYMENT PACK

COMMUNITY 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 Events – Durham Cricket Events runs the meetings and events, hospitality and catering operations at the Riverside.

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

The following are a series of behaviours that we expect all of our people to adhere to:

- 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 are equitable and inclusive in the way we operate
- We care for our staff and look out for them at all times
- We stay true to our vision



COMMUNITY ENGAGEMENT OFFICER (DIVERSITY AND INCLUSION)

As a Community Interest Company, Durham Cricket understands the key role it needs to play in the community it serves. However it is evident that there are parts of the community who are harder to reach and a number of groups who are under-represented in the cricketing activity they engage with. Increasingly there is a desire for cricket to be a sport that is truly for everyone, and to fully realise this objective Durham Cricket recognises it needs to extend its reach in the community and have identified the need for a Community Engagement Officer to drive this goal.

The role of the Community Engagement Officer is to engage with a variety of organisations across the North East to help Durham Cricket develop relationships with the wider community.

The person would be expected to work with numerous organisations across the North East, identifying their needs and also how Durham Cricket could help them achieve their goals using the resources available from a professional Cricket Club.

There would be a particular focus on engaging with underrepresented groups to assist Durham Cricket with their aim of making cricket a game for everyone and ensure the Club plays a significant role in enhancing the diversity and inclusion of the sport in Durham and the wider region.

Responsibilities

- Engage with and develop and maintain relationships with organisations across the North East, including but not exclusive to, Schools, Colleges, Universities, Cricket Clubs, Sports Clubs, Social Clubs, Charitable organisations, Businesses, Faith Groups and Community support and outreach organisations
- Build on work already initiated that drive diversity and inclusion in cricket. This could include working with organisations on themed activity in and around the games at the Seat Unique Riverside ground.
- Identify where we can support organisations and help them with cricket delivery and engagement and work on developing activity that is mutually beneficial.
- Deliver the clubs charitable giving managing incoming requests.
- Deliver the clubs ticketing initiatives to organisations including free and reduced tickets to ensure professional Cricket is accessible to everyone in the community.
- Plan and arrange the delivery of any initiatives including player appearances, coaching provision and Foundation activity session delivery to new partners.

- Identify volunteers from a diverse range of background that can help to support the clubs work.
- Using the Durham Cricket club affiliation scheme as a start point, look to develop additional activities to the benefit of both the local cricket club and Durham Cricket.

Person specification

- A degree or qualification in social studies, communications, or a similar subject or experience in a similar role
- Professional or volunteer experience working in or with community organisations or departments within businesses that work in the community
- Outgoing personality projecting confidence to talk to new people from a diverse range of backgrounds
- Good communications skills to establish relationships
- Flexible working – some meetings and events may be outside of standard working hours
- Ability or willingness to travel for meetings and events across the North East
- A collaborative attitude is essential to work with colleagues and external organisations to establish community ties
- Time management is required to maximise the results from the efforts put in to building relationships across the community
- The person must be comfortable working independently and as part of a team as the role will have periods of both
- Willingness to establish and manage own workload with the support of your line manager

Desirable

- Established links with organisations and businesses across the North East
- Knowledge of Cricket
- Own transport to assist in traveling to see contacts

OTHER CONDITIONS

The post holder will be based at Seat Unique Riverside as part of the Commercial 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. There will also be significant travel around the region to meet different organisations.

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

Initial 18 month fixed term contract
Full time 35 hours per week

SALARY

Salary – negotiable and dependent on experience

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

To apply for the role please send a covering letter detailing your suitability for the role and a current CV to recruitment@durhamcricket.co.uk

Closing date for applications – the job will be open and ongoing until a suitable candidate is found.