

British Orienteering – Events Development Officer

British Orienteering is the national governing body for orienteering in the United Kingdom and is looking for a new member of the team.

- Location:** Home working with expectation to work from British Orienteering's Head Office in Matlock, Derbyshire, and attend events nationally when required.
- Reports to:** Partnerships Manager
- Contract:** 37.5 hrs per week - Fixed-term until 31 March 2027 (the post is dependent on Sport England funding)
- Salary:** £28,000 FTE, with auto-enrolment employer contribution pension, cycle-to-work and tech schemes

Purpose of the Role

The purpose of the Events Development Officer role at British Orienteering is to drive the growth and visibility of the sport by creating innovative, engaging, and accessible orienteering events with a focus on attracting newcomers aged 16–40. This role will lead the development of exciting new event formats, explore partnerships with corporate sponsors, and champion a modern, inclusive image of orienteering. The officer will also collaborate closely with key stakeholders to enhance the quality, appeal, and experience of existing Major Events, ensuring they reflect the evolving interests of both new and established participants while elevating the overall profile of the sport.

This role will involve managing event logistics, ensuring high-quality attendee experience, and adhering to budgets and timelines.

As part of a small team, alongside participation initiatives, you will be savvy in helping to create engaging and modern content across social media and actively work in collaboration with our team and partners.

We seek individuals with a passion for sport and a willingness to learn. Experience in a sports or leisure participation is ideal, and while knowledge of orienteering is advantageous, it is not essential.

You will represent British Orienteering, championing the sport and contributing to initiatives aimed at increasing participation in orienteering.

Job Description

Engaging Experiences

- To support and deliver British Orienteering's strategic plan of 'Engaging Experiences' and 'Changing The Perception' and develop new and exciting formats and improved event experience for both newcomers and current members.
- Responsible for driving positive change by creating and instigating training, learning and delivery opportunities with British Orienteering clubs, partners and members to enhance the event experience.
- To work with current, and attract new, external commercial partners to support and deliver new orienteering events aimed at attracting different running disciplines into the sport.
- To understand the sport from a newcomer perspective and simplify the newcomer journey into the sport.

Changing the perception

- To be competent in the creation of contemporary marketing and social media material, such as video content, Reels and Live stories for use on channels such as TikTok and Instagram.
- Understand, develop and maintain successful relationships with influential stakeholders such as commercial sponsors, key players in the sporting industry, Active Partnerships, Local Authorities, and Funding Partners.
- Be a positive ambassador for British Orienteering and act as an agent of change working to promote and improve the event experience through exciting events.
- To identify ways to support our target audience in their development outside of the performance structure.

Communication

- To help ensure up-to-date approaches to learning are embedded into the organisation and our clubs to maximise the development of the widest possible audience, such as the creation and development of new eLearning content, webinar delivery and new marketing assets.
- To assist in producing informative and engaging website, newsletter and/or content in line with British Orienteering communications and Changing Perceptions and Engaging Experiences campaigns.
- Actively advertise, promote and market the opportunities to relevant communities and influential partners. To help develop a clear framework directly linking new participation at events to local clubs.
- To work directly with other British Orienteering staff, sharing best practice, learnings and provide support to other areas of the Strategic Plan where necessary.
- To work to agreed targets and to provide regular meaningful data to track progress and to highlight key learnings to internal and external stakeholders.

Person specification	DESCRIPTION
1. Qualifications	
Essential	Full Current Driving License with the ability to attend remote locations. A relevant degree-level qualification or with relevant experience in sport, corporate or large-scale events.
Desirable	Qualification(s) or relevant work-based experience in relation to Sport development and / or business planning experience.
2. Experience	
Essential	Strong track record of coordinating, planning and/or delivering innovative, engaging public events, ideally within sport, young adult engagement, or outdoor recreation. Experience of developing creative event formats that have successfully increased participation and awareness of a brand/activity/sport. Strong track record of engaging and collaborating with commercial partners, brands, or sponsors to support and elevate events, with a focus on event satisfaction and enjoyment. Experience of partnership working and building relationships with influential individuals and organisations in a sporting setting. Experience in setting goals, targets and measures, and implementing subsequent implementation plans.
Desirable	Experience of organising and promoting sport events and or community activities Experience of working in a sports environment (paid or unpaid).
3. Knowledge	
Essential	Experience or knowledge of event management, from initial idea generation to post-event analysis, including budgeting, scheduling, logistics, and coordination with various stakeholders. Knowledge and understanding of the current landscape and

	<p>government/Sport England direction for sport and the British Orienteering Strategic plan 'Thriving Clubs for a New Generation'</p> <p>Ability to produce supporting materials for use by clubs.</p>
Desirable	<p>An understanding of how to position orienteering competitively within a crowded leisure landscape and against shifting recreational habits as an exciting must-try adventure sport that leads to sustained regular habit-forming participation.</p> <p>Knowledge and understanding of the wider current sporting participation scene of the target demographic.</p> <p>Understanding of Orienteering / the role of a National Governing Body and our current competition offers.</p>
4. Skills, abilities and attitudes	
Essential	<p>Solid grasp of digital and social media platforms, with an understanding of how to design content-worthy experiences that resonate online with an ability to develop and implement effective marketing strategies to promote events and attract attendees.</p> <p>Forward-thinking and creatively bold — able to push the boundaries of traditional orienteering formats and design events that stand out. Excellent communication and interpersonal skills, with the ability to inspire stakeholders and engage young adults.</p> <p>An ability to design events that are visually striking and media-friendly, delivering moments that drive shareability and brand engagement.</p> <p>Effective project management skills with experience handling multiple priorities, deadlines, and cross-functional teams.</p> <p>Passionate about increasing participation in activity.</p> <p>A positive ambassador for the sport, enthusiastic, energetic and approachable to internal and external stakeholders.</p> <p>Ability to 'sell' orienteering activities and events to new participants and partners and effectively collaborate with external organisations to do so.</p> <p>Excellent IT, marketing and content creation skills including knowledge and use of various contemporary social media outlets, Microsoft Office applications and wider content creation packages such as Canva.</p> <p>Ability to effectively prioritise and plan one's own workload and remain outcome orientated, meeting deadlines.</p> <p>Ability to be flexible and adaptable to change.</p> <p>Self-motivated and able to work independently.</p> <p>Excellent interpersonal skills and ability to communicate effectively with a wide range of people in a positive and constructive way.</p> <p>The ability to be flexible and adaptable in performing tasks considered commensurate with the role.</p>
Desirable	<p>Knowledge and understanding of the wider current sporting participation</p>

	scene of the target demographic.
	Excellent influencing skills
5. Other notes	
	<p>All employees will be expected to support the wider team when required and attend our major events.</p> <p>There will also be a requirement to attend relevant partner events as and when they occur.</p> <p>Making suggestions to improve the working situation within their area of work and in British Orienteering in general.</p> <p>Cooperating with measures introduced to ensure there is equality of opportunity in employment and equality.</p> <p>Complying with all aspects of British Orienteering 's Health & Safety Policy, Safeguarding Policies (Child & Adults at Risk) and Welfare arrangements.</p>

How to apply

To apply please enclose a CV and covering letter of no more than two pages of A4 to recruitment@britishorienteering.org.uk

Closing date: **17:00 Friday 27th June 2025.**

Interviews will take place on: **Tuesday 8th & Wednesday 9th July 2025.**

For more information, please contact the national office on 01629 583037 or Kay Hawke on 07867 312883.

This job description is not intended to be regarded as inclusive or exhaustive and will be amended considering the changing needs of British Orienteering.