

British Orienteering – Participation 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, 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

Your role is to support and empower clubs to flourish in alignment with the Strategic Plan, focusing on increasing participation at events. You will assist members, clubs, and associations in creating engaging experiences that appeals to our target audience (16-40 year olds) and provide enjoyable orienteering experiences.

As part of a small team, alongside participation initiatives, you will be savvy in creating 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

Driving change

- To support and deliver British Orienteering's strategic plan of 'Changing The Perception' and 'Engaging Experiences' and increase participation opportunities, through developing new and exciting formats and improved event experience.
- 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 Active Partnerships, Local Authorities, National Governing Bodies and Funding Partners.
- Be a positive ambassador for British Orienteering products and programmes. Act as an agent of change working to promote and improve the event experience within the sports participation offers.
- To identify ways to support our target audience in their development outside of the performance structure.

Communication

- To 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 produce 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. Develop a clear framework directly linking new participation to local clubs and events.



- 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.
Desirable	Qualification(s) or relevant work-based experience in relation to Sport development and / or business planning experience.
2. Experience	
Essential	Experience of organising and promoting events and activities. 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 working in a sports environment (paid or unpaid). Experience of organising sports or community events.
3. Knowledge	
Essential	Knowledge and understanding of the current landscape and government/Sport England direction for sport and the British Orienteering Strategic plan 'Thriving Clubs for a New Generation' Ability to produce supporting materials for use by clubs.
Desirable	Knowledge and understanding of the wider current sporting participation scene of the target demographic. Understanding of Orienteering / the role of a National Governing Body and our current competition offers.
4. Skills, abilities and attitudes	
Essential	Knowledge and understanding of the wider current sporting participation scene of the target demographic. Passionate about increasing participation in activity. A positive ambassador for the sport, enthusiastic, energetic and approachable to internal and external stakeholders. Ability to 'sell' orienteering activities and events to new participants and partners and effectively collaborate with external organisations to do so. 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. Ability to effectively prioritise and plan one's own workload and remain outcome orientated, meeting deadlines.

	<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>Excellent organisational and administrative skills.</p> <p>The ability to be flexible, and adaptable in performing tasks considered commensurate with the role.</p>
Desirable	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 on Wednesday 23rd April 2025.**

Interviews will take place on **Tuesday 6th & Wednesday 7th May 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.