JOB DESCRIPTION

CLUB DEVELOPMENT OFFICER (CDO)

TAYSIDE ORIENTEERS (TAY)

Job Title: Club Development Officer

Job Details: See Accompanying Job Advertisement

ABOUT THE ROLE

Tayside Orienteers (TAY) is seeking an enthusiastic and proactive Club Development Officer to help grow our membership, increase participation and develop the club's programme of events and activities.

This is a practical development role, working closely with the club committee, members and volunteers to make it easier for people to discover orienteering, become involved in the club and remain active members.

The postholder will help the club develop a clear and sustainable approach to growth, with a particular focus on attracting new participants, converting participants into members, retaining existing members, developing events and strengthening the volunteer base.

The successful candidate will be a confident communicator and relationship-builder who can turn ideas into action and work effectively within a volunteer-led organisation.

KEY RESPONSIBILITIES

1. Growing participation and membership

- Develop effective ways of introducing newcomers to orienteering and making their first experience positive and welcoming.
- Identify and address barriers that may prevent people from participating or becoming club members.
- Work with the TAY committee to monitor participation and membership and set realistic targets.

2. Developing the club's events and activities programmes

- Support the development of an attractive, varied and sustainable programme of club events.
- Take the lead in organising a series of activities run throughout the year and develop templates which can be used in the future.
- Identify opportunities for new and innovative event formats that can attract new participants and encourage existing members to remain active.
- Develop appropriate introductory events or activities alongside established competitive events.
- Support event organisers with planning, promotion, participant recruitment and follow-up.

3. Volunteer development

- Identify opportunities for members to become involved as volunteers.
- Make volunteering accessible by developing a range of roles requiring different levels of time, experience and responsibility.
- Support the recruitment, induction and development of volunteers.
- Recognise and celebrate the contribution made by volunteers.
- Work with the committee to enhance the efforts of TAY's new and existing volunteers

4. Club promotion and communications

- Raise the profile of TAY and orienteering within the local area.
- Develop clear and engaging communications aimed at people who are new to orienteering.
- Promote club events and activities through the TAY website and other appropriate channels.
- Disseminate information about how to get involved and develop promotional campaigns around key events, introductory activities and membership opportunities, including the celebration of success

5. Partnerships and opportunities

- Develop relationships with organisations and individuals who can help the club grow.
- Identify opportunities to work with local authorities, leisure providers, landowners, outdoor organisations, community groups and other sporting organisations.
- Develop opportunities for the club to access new venues, areas and communities.

6. Supporting an inclusive and sustainable club

- Help ensure the club is welcoming to people of different ages, abilities and backgrounds.
- Promote a positive and friendly club culture

MEASURES OF SUCCESS

The Club Development Officer will work with the committee to agree annual objectives. These will include the following targets and measures of success:

- Growth in club membership.
- Increased participation by newcomers.
- Increased number of activities/orienteering events.
- Improved conversion of newcomers into regular participants and members.
- Increased attendance at club events and activities.
- Development of new or improved event formats.
- Growth in the number and diversity of active volunteers.
- Increased awareness and profile of the club locally.

PERSON SPECIFICATION

Essential

- Experience of effectively organising projects, activities or events, some simultaneously.
- Excellent communication and interpersonal skills, with experience of successfully engaging and communicating with a wide range of people.
- Ability to develop ideas and turn them into practical action.
- Ability to work independently, with a proactive and positive approach to problem-solving, while operating effectively within a volunteer-led organisation.
- PVG Clearance
- Full UK Driving Licence and access to a car
- Access to appropriate IT

Desirable

- Experience of developing participation, membership, community or sporting activity.
- Experience and knowledge of orienteering.
- Working knowledge of orienteering software packages (eg SI timing, Condes)
- Experience of volunteer recruitment and development.
- Experience of organising sporting or outdoor events.
- Awareness of fundraising or grant opportunities.
- Experience of working with local community or sporting organisations.
- Knowledge of the local sporting and outdoor activity landscape.
- Good digital and social media skills.
- Relevant sports development, community development or coaching qualification.

PERSONAL QUALITIES

We are looking for someone who is:

- Enthusiastic about getting more people involved in orienteering.
- Friendly and approachable, particularly with people who are new to the sport.
- Proactive and able to identify opportunities rather than simply respond to them.
- Organised and reliable, with the ability to follow projects through.
- Creative, with ideas for attracting and retaining participants.
- Collaborative, recognising the importance of volunteers and existing members.
- Practical, with a willingness to get involved in the delivery of activities.
- Inclusive, with a commitment to making the club welcoming to everyone.

WHAT WE OFFER

The opportunity to play a key role in the growth and development of TAY.

The chance to introduce more people to an exciting and accessible outdoor sport.

A supportive working relationship with an enthusiastic volunteer committee and club membership.

Flexible working arrangements.

Opportunities for training and professional development.

Annual leave / pension / expenses / other benefits.

TAY is committed to creating an inclusive environment and welcomes applications from people of all backgrounds. We particularly encourage applications from individuals currently under-represented in orienteering.

November 6th 2026