



Bowls England
Riverside House, Milverton Hill,
Royal Leamington Spa,
CV32 5HZ
01926 334 609
www.bowlsengland.com

Patron: Her Majesty Queen Elizabeth II

BOWLS ENGLAND – CLUBS AND PARTICIPATION OFFICER

Background

Alright, we know what you're thinking! Didn't Barry from EastEnders sing at a bowls event? Who sent me that video of an incredible bowls shot not so long ago? Isn't bowls just slow and boring?

Well, if you've got this far and keen to read on, you must be ready for a new career challenge, be the kind of person who is open-minded to fresh possibilities or, perhaps, you're just one of the 100s of 1000s of people who has already fallen in love our sport.

Whichever it is, with a new strategy, new leadership and renewed purpose, this is a great time to join our Bowls England team. The effects of Covid-19 meant 2020 was a challenging year, yet it provided a platform for reflection and innovation. Over the last 6 months we have completed a comprehensive programme of research and our ambitious, new strategy will tackle the challenges our sport faces and take advantage of the huge opportunities we have identified.

All roads lead to more people playing the game and to grow we need to change perceptions of bowls, broaden the gateways to our sport, deliver great participant experiences, empower our volunteers and lead with purpose. Our people are integral to this mission and we need to ensure we have the capacity and capability to succeed, hence we're on the hunt for some talented and resilient new team members.

So, back to those questions of yours –

1. Yep, it really did happen!
2. Dunno, but whoever sent it knows their sport. To save you hunting through your messages, here it is <https://www.youtube.com/watch?v=e4ohG2I0NA8>
3. Unsurprisingly, we don't think so. We'd choose words like mesmerizing, sociable, doable and vitalizing. If your application is successful, you'll find out for yourself.

About Bowls England

We are the National Governing Body for lawn bowls, the form of the sport which is played at the Commonwealth Games. Over 100,000 people play bowls regularly within the 2000 bowls clubs nationwide.

Our dream is for everybody to imagine the joy and benefit of playing sport and we believe the inherent qualities of bowls are well-placed to make that happen. Our mission is to promote and develop the sport of bowls across England so it enriches the lives of its participants, connects communities and is in good health for future generations.

In the vanguard of that mission are 9, soon to be 12, members of the Bowls England staff team, overseen by a knowledgeable board of directors and supported by an army of spirited volunteers. We live and breathe our values, appreciate these qualities in others and look for these characteristics in new members of the team. If you're collaborative, adaptable, responsible and encouraging, you'll definitely fit in.

VAT No: 926 4696 86

Registration No: 06297656 (England & Wales) Limited by Guarantee

Registered Company Address: Bowls England, Riverside House, Milverton Hill, Royal Leamington Spa, CV32 5HZ



Role Description

Role: Clubs and Participation Officer

Reporting into: Head of Sport Development

Key Responsibilities

Should you be successful, you will -

- Develop a strong partnership with our development arm, the Bowls Development Alliance (BDA), and other bowls codes, and play a hands-on role working with club and community leaders to grow participation.
- Develop and manage new participation products and programmes, and work with clubs to embed these into their delivery model.
- Manage the National Open Weekend, Let's Roll and other participation campaigns.
- Work with Disability Bowls England to grow participation amongst people with disabilities.
- Work with clubs, and their leadership, to leveraging their membership services, break down barrier to participation and evolve their business models.
- Expand and evolve the services available to clubs, and integrate with BDA activity such as Club Development Packages.
- Support clubs to secure and maximize their facilities including the identification of suitable capital investment funding programmes.
- Manage the organisation's club loans and bursaries programme working closely with the Finance team.
- Deal with enquiries related to club and facility matters and develop content that can support and educate club leaders.
- Grow and manage club leader data, and provide them with valuable and engaging digital content.
- Build and manage relationships with third parties in the public and private sector which can drive participation.

Person Specification – Experience

During the application process, we hope you'll evidence -

- Previous experience working with a sports participation function with a proven track record of working with delivery partners to increase participation.
- Experience of developing insight-led participation products, taking that product to market, managing the delivery model, and monitoring and evaluating participant experiences.
- In depth and contemporary knowledge of the day-to-day governance, management and operations of local sports clubs, and experience working with volunteers.
- Experience of sports facility development, turning strategic plans into practical local outcomes and navigating local planning environments.
- Experience of building relationships with other stakeholder groups and managing a joint project plan.

Person Specification – Skills and Behaviours

Whilst also demonstrating you are -

- An engaging and personable relationship-builder with an ability to motivate and influence others.
- A strong communicator and negotiator, capable of presenting ideas in a convincing manner, facilitating collaborative working and building trust.
- A highly organised project manager able to oversee multiple, concurrent action plans and manage one's time effectively.

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- Insight and data-orientated, used to analysing information and providing recommendations.
- A self-starter with a positive, energizing, can-do attitude.
- A committed team player with an appetite for continuous improvement.
- A full UK Driving License.

Role Details

The position commands a starting salary of circa £28,000 p.a. plus benefits. We operate a discretionary, performance-related bonus scheme.

This is a full-time role based at our Head Office in Royal Leamington Spa although this role will require a reasonable amount of UK travel. Recent events have helped us embrace more flexible working.

Equal Opportunities Statement

Bowls England is an equal opportunity employer that is committed to diversity and inclusion in the workplace. We oppose any form of unlawful and unfair discrimination and make recruitment decisions based solely on qualifications, merit, and business needs at the time.

Our values

To achieve our mission we will be –

Collaborative - we believe that together we can achieve more. We share perspectives, seek out common goals and perform tasks with a mind-set of respect, trust and co-operation. We appreciate the varied contributions of those around us and are prepared to challenge those who do not have the wider interest of the sport at heart.

Adaptable - we will strive to be relevant in the ever-changing environment in which we live. We will be open-eyed and open-minded to the opportunities ahead of us, we will listen to others and we will display a can-do attitude. Whilst we remain steadfast in our purpose, we recognize the importance of being flexible in our approach.

Responsible - as custodians of our sport, we are committed to leaving it in a better place than we found it. We will be focussed in our mission, we will be proactive, we will be accountable for the decisions we make and we will be conscientious in our duties. We learn from our bad days and celebrate our good ones, knowing we will start afresh tomorrow.

Encouraging - we will harness the energies of those around us through our friendly, positive yet resilient demeanour. We will enable others to imagine what is possible, empower them to fulfil their potential and support them at times of need. Our words and actions will be motivational and embolden our sport in its future endeavours.

How to Apply

To apply, please send your CV, together with a covering letter explaining why you are suitability for the role, to ourfuture@bowlsengland.com. The closing date for applications is Monday 12th April and first round interviews will take place virtually during the week commencing 19th April.

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