



INTERLØPERS CLUB DEVELOPMENT OFFICER

Freelance contract opportunity – April 2024
APPLICATIONS DEADLINE SUNDAY 28 APRIL

BACKGROUND

Interlopers is establishing a new Club Development Officer role, with grant funding support from the Scottish Orienteering Association. This role is to organise, promote and lead activities to encourage newcomers to try orienteering and develop their enthusiasm to do more. Outreach work will focus on active adults in particular, as well as families.

With the forthcoming WOC 2024 events, we have a renewed club ambition and forward strategy with a view to significantly increasing the number of active club members participating and enjoying orienteering. The new CDO role will play a key role in delivering this strategy, through enabling the creation of strong foundations in an initial year of activity focused on wider community engagement. Activity in 2024 will allow experimentation and evaluation of what will work best going forward, capitalising on the momentum created in Edinburgh and surrounding areas by WOC as well as on-going outreach activity by local clubs.

In first instance, a **six-month contract** (on a self-employed basis) is being offered, of **thirty days work**. This is broadly equivalent to one day a week on average, although the time input will vary week to week depending on project delivery needs. Subject to progress and funding, Interlopers would plan to extend the role further in light of the experience gained during this initial period, and subject to other potential grant applications.

Role Purpose

The core purpose for the CDO is to increase the profile of orienteering in and around Edinburgh, and participation in it, enabling more people to enjoy it for sport or recreation, and then take up the sport more formally through membership of the club and by doing so build a more sustainable future for the club.

This proposal builds particularly on the following recommendations in the Barodeur report to SOA in 2023 around greater support for clubs to:

- develop high-quality content and marketing collateral to engage their local audience.
- improve the newcomer experience.
- build partnerships with other sports/athletic clubs and other groups that active people (especially young people) are involved in.

- promote WOC and participation in the various opportunities to get involved, during and after the competition in mid-July.

The CDO will develop, promote and deliver fun and engaging orienteering activities to increase and sustain wider participation in orienteering, strengthen the links between orienteering and the local community, and so harness the potential of orienteering as a force for the good in society as a whole. The CDO will drive the development and testing of new ideas around widening participation in orienteering, harnessing existing volunteer capacity and capability and stimulating further growth in this.

New activities delivered by the Interlopers CDO will complement other activity underway (e.g., by SOA initiatives such as Orienteering Edinburgh) to attract adult newcomers to the sport (particularly at the younger end, and/or as parents of younger children).

Initially, the focus will be on attracting new participants based in and around Edinburgh, though with aspirations if/when capacity permits to extend activity into West Lothian where Interlopers is also active in hosting orienteering events.

Proposed Objectives

The Development Officer will undertake activities that fulfil the Objectives of the role set out here. The exact tasks will be for agreement with the Interlopers Chair and Committee based on the strengths of the individual holding the post. Whilst there are clear aims for the role, and outline concepts for projects, there is flexibility for the role-holder to contribute their own ideas too as the work unfolds.

1. Develop and deliver a robust approach to publicity and marketing for interlopers' events, using a range of means including social media and community engagement.

Develop materials and use social media and other means (e.g., posters on community noticeboards, libraries, sports venues) to publicise the club and its events as well as other local orienteering activities and to attract, involve and retain new club members particularly in the target demographic. Coordinate communication and publicity of club events and activities during and after WOC 2024 in order to maintain awareness and interest of orienteering in the local community. Build contacts with other organisations with similar goals to garner their support for publicity (e.g., 'Friends of' organisations for parks where orienteering takes place).

2. Develop, promote and trial delivery of an adult-focused Newcomers initiative (e.g., a set of 'couch to competent' sessions and support).

The aim would be to engage interest and enthusiasm within the wider community, and build skills to support on-going enjoyment and development in orienteering. This should draw on experience of other clubs, and is likely to involve a short series of regular sessions using suitable orienteering venues within the Edinburgh area. Outreach work might be for example with local running clubs, parkrun venues or through workplaces. The focus would be more on urban or street-type orienteering as an easier entry point to understanding orienteering than in the forest, whilst still bringing in suitable levels of challenge and adventure, though with progression opportunities. The CDO should draw in help with session delivery from club volunteers as appropriate.

3. Develop, promote and trial delivery of a family-focused Newcomer initiative (e.g., a set of ‘couch to competent’ sessions and support).

As above, the aim would be to engage wider interest and enthusiasm amongst new audiences, particularly parents looking for active outdoors activities to enjoy with their children, and build skills to support on-going enjoyment and development in orienteering. The focus would be on park / local terrain for families and younger people, so safe but also fun and accessible. Timing will be important - e.g., taking opportunities to focus taster events during school holidays to generate interest. Thought should be given to developing resources e.g., a fun incentive pack for families to get started in orienteering and encourage retention. The CDO should draw in help with session delivery from club volunteers as appropriate.

4. Explore opportunities to introduce innovations into regular club events to support participation by newcomers, and work with the club to try these out.

Develop thinking around different formats, for experimentation as opportunities arise through the club local events programme (e.g., SCORE formats for beginners, or longer less-technical courses for adult newcomers; encourage pairs). Consider, for example, different themes each month bringing elements of progression and introducing different formats and locations (e.g., ‘Come and Try It’, ‘Bring a Friend’, ‘Intro to Sprint’). Gather feedback and assess what might be the best formats to offer going forward.

5. Engage with other orienteering Development Officers (club / governing body etc, Scotland / wider UK – but particularly in the ESOA / central belt cluster) to contribute to building a strong collaborative network for learning and innovation across the orienteering community.

The CDO should look outwards for opportunities to collaborate around resource development, event planning, and learning for future delivery and innovation, working for the general orienteering community as well as for Interløpers. Contribute to appropriate club development events and conferences to promote Interløpers’ work and learning, to develop best practice, improve the image of orienteering and Interløpers share knowledge & resources.

Practical Arrangements

In first instance, a **freelance contract of 30 days over a six month period** is being offered, starting as soon as possible following conclusion of the recruitment process which is envisaged to be by late April.

The CDO will work on a self-employed basis. It is envisaged that the contract for services will be for up to **£4,200** over the course of the six month period, based on a **day rate of £140**.

The role will require working from home, with regular travel for on-site work within the Edinburgh area (possibly reaching into West Lothian given Interløpers’ activities around the Livingston area in particular). The CDO will be responsible for their own local travel time to undertake delivery on the required activities. No travel expenses will be paid in connection with normal local activities (e.g. arranging local training sessions). There may be occasional travel further afield e.g., for conference attendance or training. Expenses will be paid if justified in advance.

Flexible working hours may include weekend and evening work, in order to attend local clubs' orienteering events within or close to Edinburgh as well as deliver orienteering promotion activities in orienteering areas around Edinburgh.

Good availability in May – July during the run-up to WOC 2024 (16-20 July) is particularly important.

The CDO will report to a designated member of the Interlopers Committee and the two will maintain regular contact by email and phone as well as meet in person or online on a regular basis (at least monthly) to review activities, achievements, ideas, plans, need for support, etc. The CDO will also be supported by a small steering group drawn from the Interlopers Committee and will also benefit from the experience and enthusiasm of wider club members in the planning and delivering outreach activities to reach new audiences and promote orienteering for sport and recreation.

A small project budget will be available from Interlopers to support delivery activities, e.g., map costs, publicity, venue hire or materials. Interlopers will also support and encourage the CDO to obtain necessary training where appropriate (e.g., to obtain a coaching qualification).

The CDO will provide a monthly briefing to the Interlopers Committee and attend its quarterly meetings and any others required. Input to progress reports may be required for the grant funders.

Subject to delivery progress and mutual agreement by the club and the role-holder, contract continuation will be offered if further grant funding applications are successful. Either party will be able to end the contract on one month's notice period.

Person Specification

Interlopers is looking for a self-motivated, proactive, organised person with a keen interest in outdoor sports, particularly orienteering, with experience of planning and organising successful events for beginners as well as promotion and marketing.

The ideal candidate will have the following skills and experience:

Essential criteria

- A good working knowledge of orienteering
- Strong enthusiasm to promote the sport broadly to the wider community
- Strong project management and self-organisation skills
- Demonstrable ability to work in collaboration with club members and independently
- A friendly, responsive and professional attitude towards club members, and members of the public and other organisations
- Excellent verbal and written communication skills
- Good administrative skills and competence with standard business ICT software (e.g., Microsoft Office, or equivalent) as well as apps such as Zoom, Whatsapp, Canva or other graphic design, Google apps, social media apps
- Be based in the area local to the club
- Access to their own computer

Desirable criteria

- An orienteering coaching qualification or a relevant sports development qualification, otherwise enthusiasm to undertake appropriate training

- A current 1st Aid qualification
- Experience with orienteering software especially Condes, otherwise willingness to learn
- Experience of volunteering or working in a club environment.

The detail of the contract delivery programme (outlined above), will be determined in conjunction with the CDO, once appointed, depending on their orienteering experience and skills. Organisational competencies, natural enthusiasm, efficiency and ability to create a welcoming and positive environment for newcomers are as important as the level of orienteering ability, although some orienteering experience and insight is required.

Application Process

To apply, please send a **CV and a covering letter** by **midnight on SUNDAY 28 APRIL 2024** to Colin Eades, the Interlopers Club Chair, at chairman AT interlopers.org.uk, copying info AT interlopers.org.uk.

Your cover letter should

- explain how you meet the specification for the role in terms of your skills and experience
- outline your ideas for delivery on this contract.

You should also provide names and contact details for two referees.

Informal enquiries and any requests for more information can be made Colin Eades, Interlopers Chair, via chairman AT interlopers.org.uk or by phone 07766 504905 or Katherine Ivory, katherine AT tusks.org.uk.

Following a paper-based selection exercise to select a shortlist, interviews will (provisionally) be conducted in the week following the deadline (to be confirmed whether online or in person).

About Interlopers

Interlopers is an orienteering club based in and around Edinburgh, reaching into West Lothian, with around a hundred members spanning all ages from 0 to advanced but active years! It has an annual programme of regular local events put on by club volunteers, including Saturday afternoon come-and-try-its and more informal summer evening 'Sprintelopes' (and a winter evening equivalent, Winterlopes). As a club affiliated to the Scottish Orienteering Association (SOA), It also makes regular contributions to the wider Scottish orienteering calendar, putting on larger regional and national events (the South of Scotland Orienteering League (SoSOL), Scottish Orienteering League (SOL), Scottish Orienteering Urban League (SOUL), and biannual Scottish Six Days and championship competitions at both Scottish and UK levels across the sport's disciplines – including traditional terrain / forest, urban, sprint, night, Score and Relay events). Typically club events are held at venues around Edinburgh and West Lothian but also reach north with venues on Tayside and Speyside for larger regional- / national- level events.

Many club members are active participants in events near and far, and the club has strong competitive interests with notable successes to date including winner of the CompassSport Trophy (for UK smaller clubs) in a number of recent years. A considerable number of members have been selected over the years for Scottish / GB squads at junior and senior levels.

Interløpers has considerable accumulated experience and commitment amongst these for planning, event organising, mapping and coaching. The club offers support from amongst its members for local young people through engagement by individual club volunteers with schools, Scouts, Brownies etc. It also has weekly evening training runs (and in winter, online Strength & Conditioning sessions), as well as social events and occasional training weekends away.

The club oversees six Permanent Orienteering Courses in Edinburgh (Braidburn Valley Park, Craigmillar Castle Park) and West Lothian (Eliburn, Almond Park, Dechmont, Polkemmet). Over the past few years it has experimented with the Maprun app (GPS orienteering), with a number of courses available to download anytime by anyone who wishes to try orienteering or do some practice. Interløpers is part of the East of Scotland Orienteering Association and works in partnership with other local clubs to coordinate competitions and join up for initiatives such as junior training.