



CRICKET WALES

Head of Participation

JOB DESCRIPTION

Job Title:	Head of Participation (Full-Time)
Reporting to:	Cricket Wales Chief Executive Officer
Remuneration:	£50,000 per annum plus benefits
Direct reports:	Cricket Wales Area Cricket Managers; Facilities Investment Manager, Coach Development Manager & National Competitions Coordinator
Main Office Location:	Sophia Gardens, Cardiff (Flexible, remote or hybrid working considered)

About the Role

This newly established position will shape the future of Cricket Wales for the next decade and beyond. It presents a challenging, diverse, and immensely rewarding opportunity for a current senior leader or someone with the right skills ready for their next career move.

We seek an ambitious, professional and values centred leader to help us create and drive a new long-term vision for our sport. The goal is to become a sustainable, visible, well-resourced and structured governing body that enables us to become the most inclusive team sport in the country. Our Head of Participation will oversee all aspects of Cricket Development and will play a key role in the evolution of our culture and formation of new values.

A key aspect of this role is driving a unified team culture across our sport. By fostering collaboration, unity, and collective responsibility, the Head of Participation will ensure that all team members are aligned with shared vision and goals. This unified approach will not only enhance communication and cooperation across cricket in Wales but will also build a supportive and positive Cricket Wales work environment where everyone's contributions are valued. The emphasis on a unified team culture is essential for motivating our people to achieve our vision, strategy, and objectives. It will help navigate the challenges and opportunities that lay ahead as our sport grows at an exciting but unprecedented rate.

You will lead the team of three Area Cricket Managers and their respective teams who provide a joined-up service to clubs and the wider cricket network, with a particular focus on ensuring the health of the traditional game and the growth potential of new markets.

You will also lead and ensure a seamless integration with this work and the roles of the Facilities Investment Manager, Coach Development Manager & National Competitions Coordinator.

About us

Cricket in Wales is thriving. Our female participation rates are soaring, our engagement with typically under-represented groups is exponentially increasing every year and, despite the challenges of the last 3 years, we have grown our sport across Wales and are now offering new ways for people to play in their communities, especially in areas less traditionally associated with cricket or where barriers to participation remain high. See report [here](#).

The post holder will be an integral part of our senior team, reporting to the CEO and working closely with and alongside the Head of Partnerships and Business Development, Talent Pathway Manager, Safeguarding Officer and Cricket Development Team.

About you

If you're seeking a career-defining opportunity with the potential to shape the future of a dynamic and ambitious sport, this role is for you. You bring extensive experience and deep knowledge of sports development, both within Wales and on a broader scale, to guide our priorities and help our sport achieve its full potential. Your exceptional emotional intelligence and communication skills will enable you to collaborate effectively and build positive relationships with a diverse range of individuals and groups.

Role Summary

Leadership and People

- Provide effective leadership and direction across all core areas of cricket participation.
- Manage our Cricket Development Team, ensuring they and their teams deliver a unified service to clubs and the wider cricket network.
- Ensure all staff collaborate and are connected across all parts of the organisation.
- Line manage the Facilities Investment Manager, Coach Development Manager, and National Competitions Coordinator, coordinating their work across Wales.
- Deputise for the CEO, including attending relevant meetings and leading staff engagement.
- Offer supportive line management to direct reports, setting objectives clearly linked to Cricket Wales' goals and providing support in line with the organisation's culture.
- Maintain an ongoing collaborative relationship with Glamorgan Cricket Club.
- Motivate and support staff to identify and access learning opportunities for career and personal development.

- Lead workforce planning for cricket operations, researching best practices and engaging staff to structure cricket operations to meet strategic aims and delivery targets.
- Attend Board meetings and sub-committee meetings as appropriate.
- Undertake any other duties suitable for the level of the position.

Relationship and Communications

- Build, maintain, and oversee positive relationships with a wide range of key stakeholders.
- Drive a unified team culture within Cricket Wales by modelling and implementing inclusive, transparent communication practices. Establish clear communication infrastructure and accountability for all cricket operations, including staff, coaches, volunteers, players, and families.
- Engage with stakeholders within the Cricket Wales community to consult, collaborate, share plans, drive engagement, and promote cricket.
- Collaborate with potential partners and stakeholders to raise the profile of cricket and drive future engagement across cricket clubs, local community groups, schools, higher education, local government, and local businesses.
- Work with key sporting organisations, such as Glamorgan Cricket Club, ECB, Sport Wales, Lord Taverners, Chance to Shine, and the MCC, to achieve shared aims and objectives.
- Oversee and contribute to Cricket Wales' communication channels, regularly creating content for the website, newsletter, and social media outlets to advocate for cricket's societal contribution in Wales.

Strategy

- Support the CEO and key stakeholders in developing and implementing Cricket Wales' long-term Vision, Strategy, and compiling annual Business Plans.
- Strategically lead the Community Programme throughout Wales by liaising with funding partners, agreeing on targets, and managing staff.
- Integrate an inclusive and diverse approach into all elements of cricket through research and initiatives.
- Establish clear alignment between the Cricket Wales strategy, Business Plan, and local area delivery plans and targets.
- Ensure suitable workforce, infrastructure, and systems are in place to deliver our vision.
- Develop and implement key technical and cricket development plans, strategies, and business plans in consultation with key stakeholders.
- Continuously review and innovate cricket systems, policies, approaches, and programs using data and analytics.
- Provide detailed reports on areas of responsibility to the board as required.

- Oversee the delivery and refinement of Cricket Wales' EDI action plan, ensuring it meets its objectives and supports equity work related to women, girls, ethnically diverse communities, disability, areas of deprivation, the Welsh language, and all protected characteristics.
- Analyse data and insights to promote evidence-based decision-making throughout cricket in Wales.
- Support the rollout of new innovations within cricket across Wales.

Finance and Operations

- Manage all financial planning and operations related to cricket development.
- Contribute to organisational budget planning, focusing on cricket development aspects.
- Work with the CEO and senior management to create income, expenditure, and surplus forecasts and targets, clearly communicating these to staff.
- Provide timely and accurate reporting to inform financial planning, review, and sustainability.
- Drive improvements in operational efficiency, financial, and environmental sustainability.
- Identify potential partnerships, sponsorships, and further income generation opportunities.

[For details on our commitment to Safer Recruitment please see here](#)

PERSON SPECIFICATION: PTO

ESSENTIAL	DESIRABLE
<p>Qualifications</p> <ul style="list-style-type: none"> • Attended Safeguarding & Protecting Children Course • First Aid Qualification • Enhanced DBS Check (upon appointment) • Registered with the ECB 	<p>Qualifications</p> <ul style="list-style-type: none"> • Sport related qualifications • Degree • Leadership training
<p>Experience of:</p> <ul style="list-style-type: none"> • Inspiring, developing and supporting teams to work effectively and achieve collective and individual goals. • Senior Management & effectively influencing with senior-level stakeholders. • Role models values and professional behaviours • Creating, developing and implementing successful strategies • Skilled in thinking strategically and translating this into operations • Experience of establishing positive relationships at all levels. • Experience of setting, managing, and reporting on complex budgets. 	<p>Experience of:</p> <ul style="list-style-type: none"> • Having worked in a similar role within a cricket organisation e.g., County Board or NGB • Awareness and understanding of the voluntary sector, Coaching, school and sports club environments and disability • Leading facilities investment strategies.
<p>Knowledge & understanding of:</p> <ul style="list-style-type: none"> • Making data-driven and evidence-based decisions. • Sports Club Environment. • Sports facilities landscape. • Sports Development • Child Protection & Welfare within sport. 	<p>Knowledge & understanding of:</p> <ul style="list-style-type: none"> • The workings of the wider sporting landscape in the UK and globally.
<p>Skills:</p> <ul style="list-style-type: none"> • Leadership and management skills • Able to act as a team player as well as a leader & values advice from colleagues. • Skilled in adapting communication style to the audience & situation. • Organisational skills • Administrations skills • IT competent • The ability to develop effective and beneficial working relationships with a range of stakeholders and suppliers. • Planning and organisation skills with the ability to be systematic, logical and pragmatic 	<p>Skills:</p> <ul style="list-style-type: none"> • Welsh speaker

<p>Qualities</p> <ul style="list-style-type: none"> • Ability to work under own initiative and manage own workload but also supporting the team when required. • Ability to work accurately with great attention to detail. • Understanding of working with volunteers. • Willingness to work unsociable hours as necessary. 	
<p>Additional</p> <ul style="list-style-type: none"> • Full UK Driving License and access to a vehicle. • Willingness to work flexible hours including evenings and weekends. • Organisational skills. • Administrations skills. • IT competent 	<p>A passion for sport.</p>

Reviewed: July 2024