

CLUB DEVELOPMENT OFFICER

Cleveland Orienteering Klub (CLOK) is recruiting a part-time Club Development Officer (CDO) to lead, organise and promote activities to make the club more attractive to potential new members, particularly families.

Cleveland Orienteering Klub

CLOK is the orienteering club for Cleveland, South Durham and the northern part of North Yorkshire. Many of our competition areas are around the North York Moors, including areas of fast open runnable moorland and intricate wooded hillsides. During a CLOK event you might pass close to the eye-catching landmark of Roseberry Topping, or run right past Captain Cook's Monument.

The club has a fantastic history, going back over fifty years now. Past members have competed at the highest levels of the sport in this country and internationally, and our current Chair was named British Orienteering's Volunteer of the Year for 2020.

CLOK currently has a little over 100 members, many of whom have the experience and commitment to coach, map, plan and organise orienteering events at the highest level. We have an ambitious strategy to double the number of club members enjoying our fun adventure sport, and the CDO will play a key role in delivering this strategy.

Purpose of the Club Development Officer role

The main purpose of the CDO role will be to increase CLOK's membership by attracting people – including those with young families – to join the club and get involved in club activities. At least initially, the focus will be on those people who have the means and time to access orienteering events distributed across our region.

Strategy

We believe that in order for people in the target demographic to become sufficiently interested in orienteering to “get hooked” and make it one of their main activities:-

- (a) They need to be presented with frequent fun opportunities to experience high-quality orienteering activities. This essentially means proper orienteering events in interesting terrain with an element of competition.
- (b) They need to have frequent contacts in an orienteering context with people they can relate to. In particular, this means people of similar ages and social backgrounds.
- (c) They need to have a sense of making progress in terms of improving aspects of their orienteering performance. This can be either in terms of running fitness or (particularly) navigation.

The main role of the Club Development Officer (CDO) will be to drive improvements in these areas.

A key aspect of the strategy is the delivery of the Couch-2-Green (C2G) and Track-2-Green (T2G) courses.

Objectives

- 1. Enthusiastically encourage people who already enjoy other outdoor sports to try orienteering and provide support to ensure that they have a positive, sociable and enjoyable experience when doing so. The targets include people who are already involved with other local clubs such as walking, mountain biking, fell racing and running.
- 2. Use social media, IT and other electronic communications to publicise CLOK's activities and other local orienteering activities and to attract, involve and retain new club members in the target demographic.

3. Investigate and/or devise other, innovative ways of attracting people into orienteering and, where appropriate, lead the implementation of the ideas selected by the CLOK Committee.
Examples of innovative ideas might include offering newcomers their first event free, producing and publicising promotional videos, identifying and encouraging “onward sellers” (recent converts to orienteering who are so keen on their new sport that they become “super-promoters”) and/or interviewing newcomers after their first orienteering experience.
4. Provide frequent, high-quality orienteering activities within reasonable travelling distance of the main population centres in CLOK’s area, thereby ensuring that people new to the sport have weekly opportunities to participate in it.
Drawing on help from club volunteers as appropriate, the CDO will organise additional events to supplement CLOK’s existing programme of events.
5. Understand – and make best use of – the very capable and competent orienteering volunteers in CLOK. For example, draw on CLOK volunteers to provide technical aspects of mapping, course planning and coaching, obtaining access permission for events, etc.
6. Identify other successful tactics and strategies to attract people into orienteering by networking with other Development Officers, relevant groups from both within orienteering and other relevant outdoor activities.
7. Generate more income for CLOK by leveraging more membership, involvement and participation by the target demographic. One use for this income could be to extend the scope and/or duration of the CDO’s contract.

Skills, experience and competences

We are looking for a self-motivated, proactive and organised person with a keen interest in outdoor sports. An ideal candidate will have the following skills and experience:

Essential criteria

- High level of motivation and enthusiasm.
- Good organisational skills.
- Ability to work both independently and in collaboration with others.
- A friendly, responsive and professional attitude towards colleagues, members of the public and members of other organisations
- Working knowledge of IT, including social media
- Some knowledge of the sport of orienteering, especially at beginner levels.
- A positive view on the place of competition in sport, particularly at entry level.
- A full current UK driving licence and access to a car (with appropriate insurance).
- Willingness to work flexible hours, including weekends and evenings.
- The successful candidate will also need to obtain (or already have) a DBS check. CLOK will assist in obtaining this if necessary.

Desirable criteria, or willingness to work towards fulfilling these criteria

- A relevant sports development qualification (e.g. any UKCC sports coaching qualification or orienteering coaching qualification) or the willingness to obtain one.
- A first aid qualification. CLOK will assist in obtaining this if necessary.
- Some orienteering experience or willingness to gain such experience.
- Leadership skills.
- Some experience of a sports development environment.
- Experience of volunteering or working in a club environment.

Contract

The CDO service contract will be for two years. Either party will be able to end the contract on one month's notice. After 18 months, CLOK and the contract holder will review what has been achieved and any learning points, after which CLOK will (a) decide whether to invite tenders for a follow-on contract and (b) the objectives and targets for the following two years.

Remuneration

The CDO will work on a self-employed basis with compensation based on £110 per day. Delivering the objectives may require the CDO to work for an average of 1½ days per week for 48 weeks per year, though the CDO will be expected to vary their working hours as required to deliver the objectives. Travelling expenses will not be chargeable.

Reporting arrangements

The CDO will report to a mentor appointed by the CLOK Committee, and the two will meet (via Zoom if appropriate) on a regular basis – at least monthly – to review activities, achievements, ideas, plans, need for support, etc.

The CDO will provide a monthly briefing to the CLOK Committee.

Timings

31 st January 2026	Closing date for applications for this CDO contract.
xx th xxxxxxxx 2026	Selection process concluded and contract awarded.
xx th xxxxxxxx 2026	Some CDO contract activities start with the aim of preparing for the proposed programme of orienteering events and activities during July – September (subject to the Covid situation allowing).

Application and selection process

Informal enquiries and any requests for more information can be made to Caroline Mackenzie (CLOK Chair).

To apply, please send a CV and a covering letter to the CLOK Chair, Caroline Mackenzie, explaining how you would deliver the services described in this document and the skills and expertise that you can draw on to do so. Please also provide contact details of two people who can provide references.

Following a paper-based selection exercise to select a shortlist, online interviews will be conducted.

Caroline Mackenzie
CLOK Chair