

ULSTER HOCKEY

Inspire - Build - Sustain



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About Ulster Hockey

Ulster Hockey is one of four affiliated branches that together form Hockey Ireland. Hockey Ireland, as the overall governing body for the sport across the island, is the principal body responsible for the development of hockey at all levels. In its relationship with Hockey Ireland, Ulster Hockey has responsibility for the administration, development, and delivery of hockey within Ulster. Following the amalgamation of the Ulster Branch of the then Irish Hockey Association (UBIHA) and the Ulster Women's Hockey Union (UWHU) to form the Ulster Hockey Union (UHU) in May 2009.

Ulster Hockey currently supports the efforts of 27 men's and 50 women's clubs (Men & Women) and 12,000 members and players across the Province. The headquarters of Ulster Hockey is in Belfast.

The current Youth Development Officer has decided to move on from the role, however the post holder has had a significant input into the development of a new long-term strategy which has been launched in November 2021. The priorities for the development of youth hockey and the scope of the role within the wider strategic context is clearly outlined in the strategy.

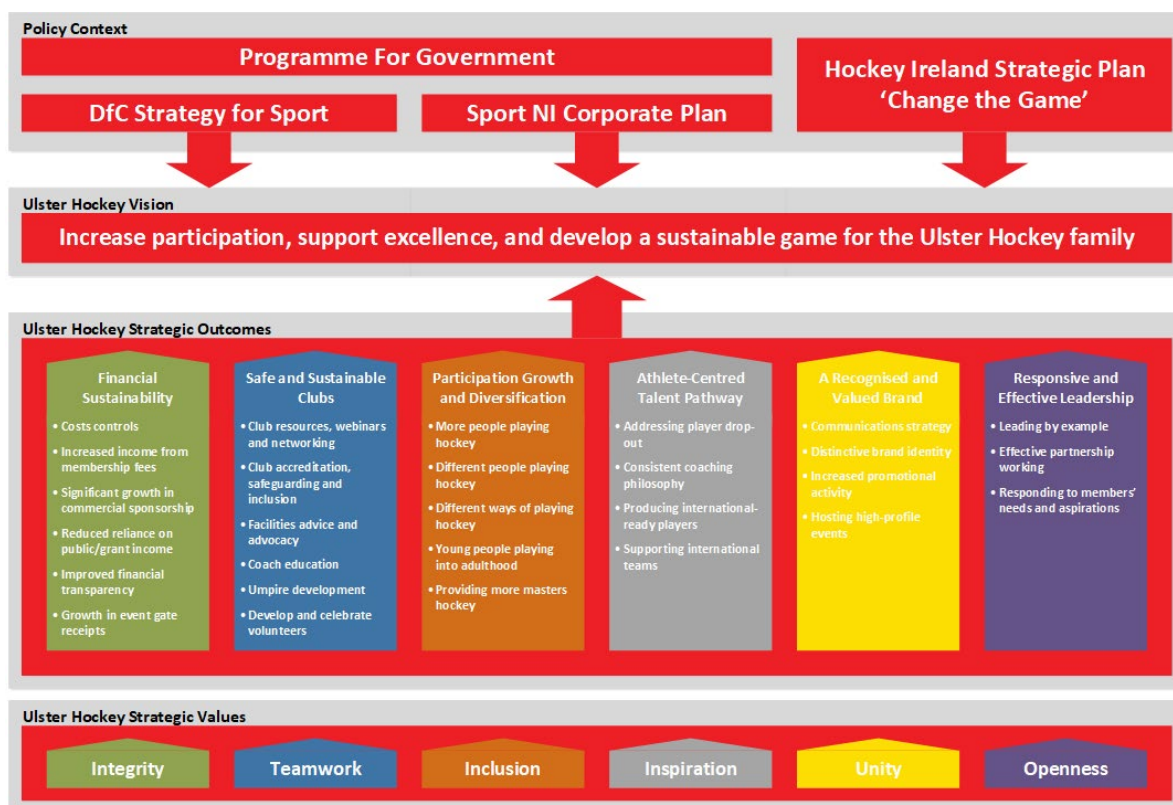
Ulster Hockey works with a range of public bodies to deliver on its key strategic objectives. Core to this work is providing support and services to clubs, members and players which strengthens the ongoing development and delivery of sport within Ulster.

The organisation is now seeking someone for the role of Youth Development Officer to help lead the organisation and implement this strategy to ensure that it delivers on its ambitious growth targets in terms of participation, success, profile and financial sustainability.

Strategic Framework

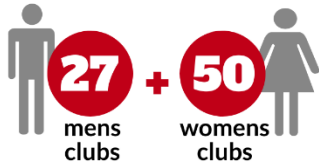
In 2021, Ulster Hockey consulted extensively with Board members, staff, volunteers and players - young and old - to identify the key issues and challenges facing the organisation and priorities that need to be addressed in the short, medium, and longer-term. Throughout the process, it was clear that stakeholders' concerns were centred on sustaining the expectations associated with modern club activities, including administration, coaching, umpiring and increasingly, statutory obligations.

This process has resulted in a Strategic Plan, designed to establish outcomes, objectives and related actions for the development of Hockey in Ulster over the period 2021 and 2026. It aims to ensure sustainability amongst all clubs and provide targeted growth in those priority areas identified in the plan. The emphasis on creating sustainable clubs and offering focused support for key initiatives over the lifetime of this plan emerged from a detailed engagement and consultation process, with the following strategic framework developed.



Ulster Hockey - Where Are We Now?

Clubs



Players

12,000

total participant members at affiliated clubs



7

Tokyo Olympians



35

junior age grade players engaged in talent development programmes

128

in Ulster talent squads

270

in U15 Talent Development Programme

Teams



296

junior teams



209

senior teams

Coaches

432

accredited coaches



Umpires

146

accredited umpires



Schools

78

senior schools supported to deliver hockey

208

primary schools supported to deliver hockey



Blitzes

50

school-based Youth Blitzes planned and delivered



Social Media



8,000

Twitter followers



7,000

Facebook followers



4,300

Instagram followers

Vision, Mission and Values

Vision

Through our strategic plan we want to inspire more people to get involved in hockey and more people to stay involved in all aspects of the game. Our Vision is therefore to:

**Increase participation, support excellence
and develop a sustainable game for the Ulster Hockey family.**

Mission

Ulster Hockey is responsible for the promotion and development of lifelong participation, delivering a quality experience and supporting clubs that allow both individuals and teams to enjoy, engage and excel at all levels in the sport. Our plan is to keep working towards this Mission Statement:

INSPIRE involvement, **BUILD** capacity and **SUSTAIN** Clubs

Values

We have set ourselves a challenging and stretching vision. As momentum builds it will be increasingly important to draw upon values that build unity and purpose. With our people as our richest asset, our values will set the standard for how we work together in delivering the vision.

Our values will help the organisation grow as a hockey family and will set us apart. Bringing our plan to fruition through respectful engagement also ensures that we stay true to our founding values as we build our future vision together.

We Identified the values that best capture the spirit and culture of Ulster Hockey following in-depth consultation with our Board and Staff. Six broad areas emerged as important and distinctive to Ulster Hockey.

These are encapsulated within our values and articulated as:

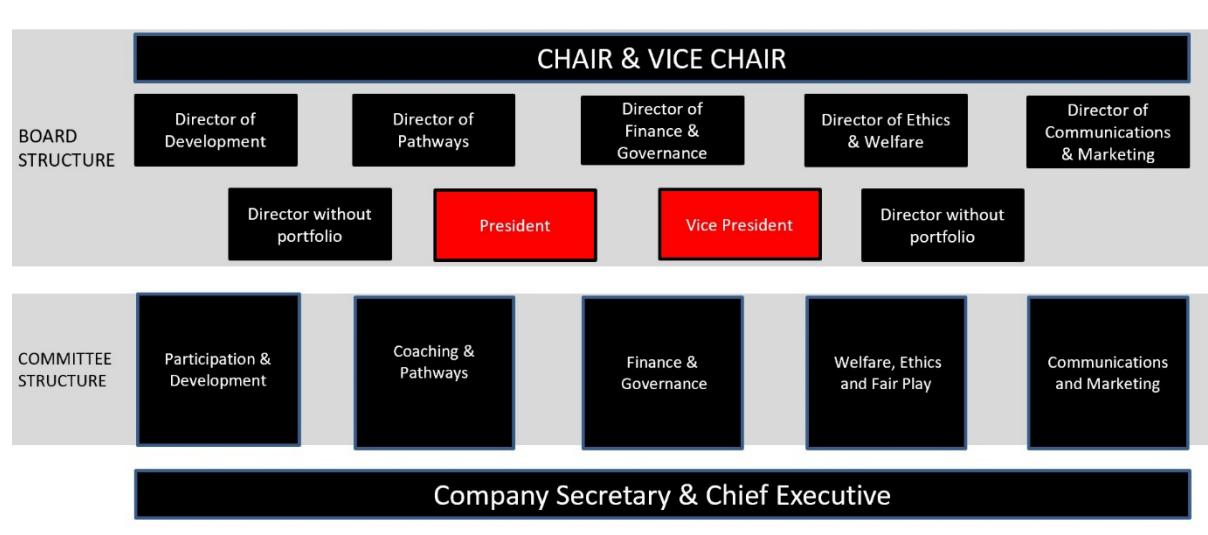
- **Inclusion**, which means we are respectful.
- **Integrity**, which means we are responsible.
- **Inspiration**, which means we lead.
- **Teamwork**, which means we are collaborative.
- **Openness**, which means we are engaging.
- **Unity**, which means we are pioneering.

As we deliver our Strategic Plan, Ulster Hockey will continue to evolve and grow. We will regularly review our values, vision, and mission to ensure they reflect the organisation we want to be. all our decisions.

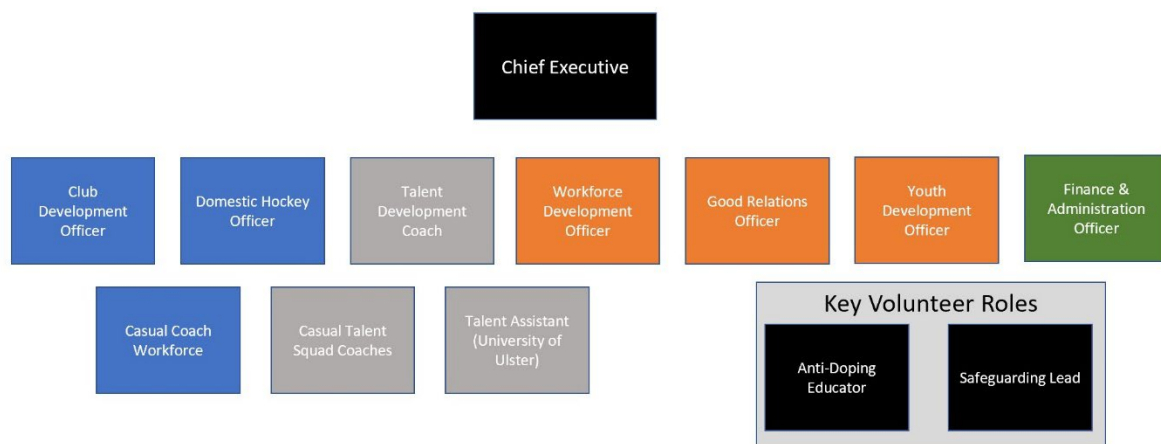
The Structure

In parallel with the strategic development, Ulster Hockey has reviewed its legal structures and has been operating as an incorporated structure, Ulster Hockey Ltd, since April 2021.

The following Board & Committee structure is being implemented:



The current Ulster Hockey Executive structure - currently under review - is as follows:



Job Description

Job Title - Communications Manager

Main Location - Ulster Hockey Office, Belfast with some remote working.

Responsible to - Chief Executive Officer

Hours - 37.5 hours per week, with some evening and weekend work required.

Salary - £30,000 per annum

Duration - Fixed term until 30th March 2023 in line with funding. This post may be extended subject to funding.

Probation - This role is subject to a probation period of 6 months.

We seek a senior Marketing and Communications leader to create, steer and deliver our communications strategy.

The role is responsible for leading on the development and delivery of an impactful inclusive communications strategy. They will help to further develop our standing as a leading governing body in the sports sector and to raise the profile of Ulster Hockey, the sport of hockey and our clubs locally.

The role will be key to executing our strategy and communicating and collaborating effectively with a variety of stakeholders including clubs & members, other sports organisations, partners, government agencies, funders and the media.

As the success of the post will be dependent on developing partnerships with key stakeholders the post holder will be required to develop and maintain working alliances with a wide range of partners in the voluntary & community, educational and sports sectors.

MAIN DUTIES & RESPONSIBILITIES

- Lead the development and implementation of a communications strategy for Ulster Hockey
- Support the day-to-day management of the Ulster Hockey social media platforms and provide advice and guidance to the wider staff team around social media management
- Support the CEO in areas of commercial income generation and sponsor management
- Assist the wider Ulster Hockey team with the delivery of high-quality events

- Design and production of corporate productions in line with of the Ulster Hockey 'brand'
- Assist in building the profile of Ulster Hockey
- Assist with managing the relationship with media partners
- Support our clubs and members with training and outreach around club communications

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the relevant roles and responsibilities for the post. The job description is subject to amendment in light of the changing needs of the organisation.

The Person

Essential criteria

Qualifications

- A degree which can be proven relevant to the post*

Experience & Knowledge

Essential Criteria

- At least 3 years' experience (or PT equivalent) in a marketing, communications, media or PR role.
- Strong and confident interpersonal skills including the ability to build relationships, influence and work effectively with a wide range of people in a variety of organisations
- Strong copy and editing skills across online and offline platforms
- Strong social media skills, comfortable with creating content for multiple channels
- Excellent written and oral communication skills, including the ability to originate and edit concise and interesting copy for all channels, to a high standard and for different audiences
- Excellent organisational ability and a proven eye for detail, to ensure consistency of approach and high-quality standards.
- High level of computer literacy including Webinar packages, Word, Excel, PowerPoint and Email
- Experience within a communications environment to develop, deliver and monitor digital communications (experience could be from an internship/work experience/in a voluntary capacity)
- Demonstrable experience of developing effective and creative solutions to communications issues.

Desirable Criteria

- Demonstrable success in the effective management of multiple projects, deadlines, and priorities.
- Familiarity with creative design packages
- Experience working in the sports sector

Special Aptitudes

- Demonstrable written and oral communication skills.
- Good facilitation and negotiation skills.

- Able to act on own initiative and take decisions within policy.
- Ability to work on own initiative and as part of a team.
- Ability to undertake work/tasks involving a high degree of attention to detail.
- Ability to work under pressure and meet tight deadlines.
- Strong planning and organisational skills including time management, resource management and prioritising work-load.
- Strong interpersonal skills including the ability to liaise with a wide range of people of different ages and backgrounds and build effective working relationships with each.

Circumstances

- Have access to a form of transport that will permit the post-holder to meet the requirements of the post in full.
- Ability to work unsociable hours including Sundays and be willing to spend time away from home i.e. overnight for meetings.

The Process

The Selection Process

Applicants must submit a CV and covering letter which clearly and fully demonstrates how they meet the key requirements for the role. Shortlisting will be based on the criteria outlined above with asterisks (*) and it is essential therefore that applicants fully describe on the form how they meet the requirements of the role.

Eligibility Sift

After the closing date, the first stage in the selection process will be to conduct a sift of the applications against the eligibility criteria. Applicants who have not fully demonstrated on their application form how they meet each of the eligibility criteria will not progress to the next stage of the process. Please note that in the event of a large candidate pool, we use the desirable criteria as part of the process.

Interviews

Candidates successful at the initial stages will be invited to meet with a selection panel.

Arrangements

Please make us aware of any potential issues regarding your availability in the coming weeks to meet with us. Whilst every effort will be made to accommodate you, given the difficulties in arranging panels, flexibility may not be possible.

Please also make us aware of any special adaptation which may be required for the interview process.

Appointment

Following the recruitment process, the appointment will be offered to the preferred candidate with the post holder expected to take up the post as soon as availability allows.

Pre-employment Checks

All offers of employment are subject to receipt of satisfactory references and Access NI checks.

How to Apply

The recruitment process is being managed by our retained Recruitment Consultant. Please submit your CV and a covering letter to David McClure - david.m@honetcomb.jobs no later than **5pm on Friday 9th September**.

Interviews for successful candidates in the screening process will take place on Friday 16th September.

If you wish to have an informal discussion around the role, please contact the Ulster Hockey Chief Executive Marc Scott by email to arrange a discussion - marc.scott@ulsterhockey.com



ULSTER
HOCKEY

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125
Years of
Hockey
in Ulster