

Contents

Section	Page
About Ulster Hockey	3
Strategic Framework	4
Where are we Now	5
Vision, Mission and Values	6
Ulster Hockey Structure	7
Job Description	8
The Person	11
The Process	13
Reply Instructions	14

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.

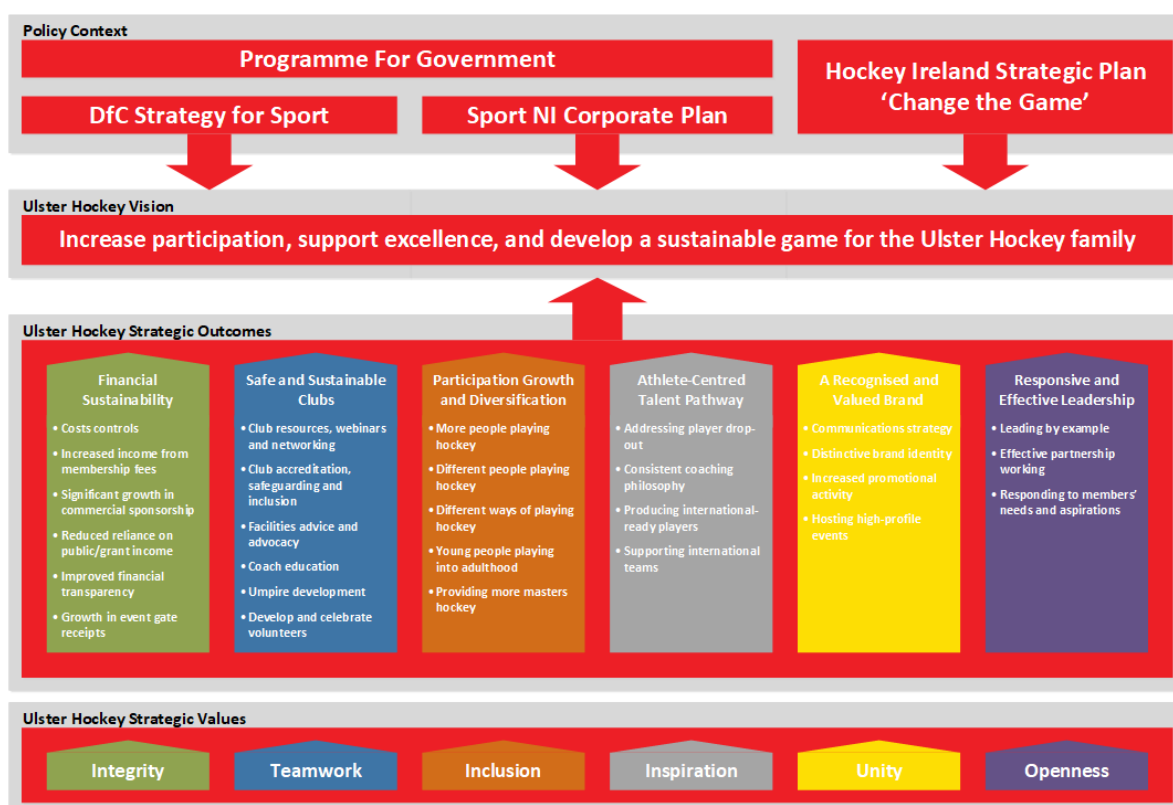
Ulster Hockey works with a range of public bodies to deliver on its key strategic objectives. Core to this work is providing support and services to clubs, members and players which strengthens the ongoing development and delivery of sport within Ulster.

The organisation is now seeking someone for the new role of Content Creator to enhance Ulster Hockey's digital profile and help promote 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

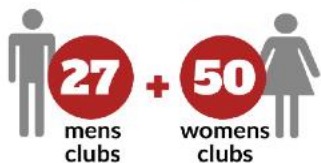
Over the last six months, Ulster Hockey consulted extensively with Board members, staff, volunteers and players - young and old - to identify the key issues and challenges facing the organisation and priorities that need to be addressed in the short, medium, and longer-term. Throughout the process, it 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

14,000

total participant members at affiliated clubs



10

Paris Olympians



35

junior age grade players engaged in talent development programmes

128

in Ulster talent squads

270

in U15 Talent Development Programme

Teams



300

junior teams



215

senior teams

Coaches

890

accredited coaches



Umpires

395

accredited umpires



Schools

78

senior schools supported to deliver hockey

230

primary schools supported to deliver hockey



Blitzes

50

school-based Youth Blitzes planned and delivered

3,500

participants in school blitz days



Social Media



9905

Twitter followers



4900

Facebook followers



10,343

Instagram followers



15.9M

views on social media



73.5K

accounts reached per month



720K

video views

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:

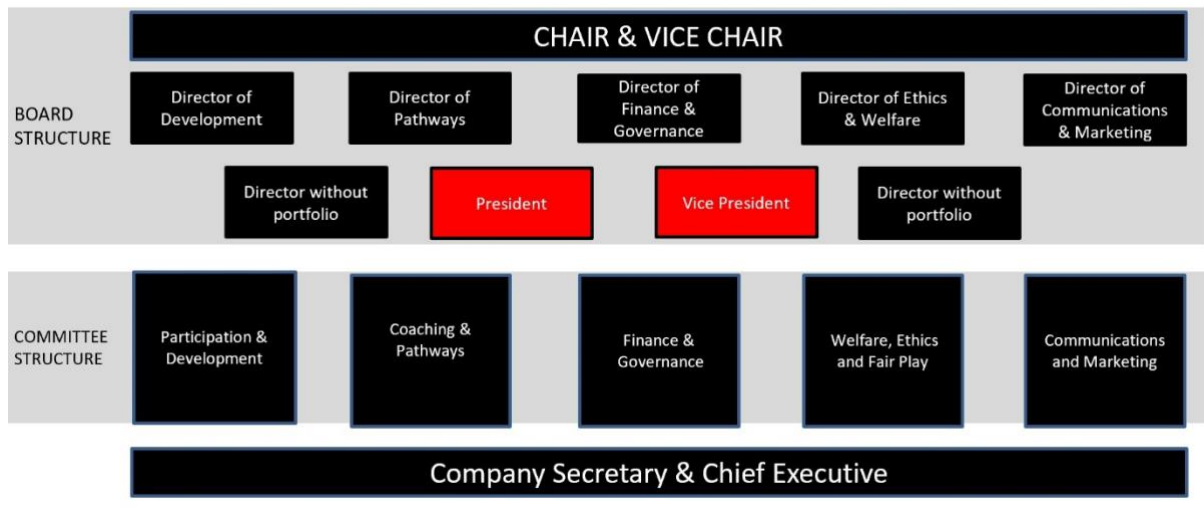
- **Inclusion**, which means we are respectful.
- **Integrity**, which means we are responsible.
- **Inspiration**, which means we lead.
- **Teamwork**, which means we are collaborative.
- **Openness**, which means we are engaging.
- **Unity**, which means we are pioneering.

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 – Content Creator

Main Location – Ulster Hockey Office & some remote working

Responsible to – Communications Officer

Hours – 18.75 hours per week, with some evening and weekend work required.

Salary – £12,500 per annum

Duration – Permanent Part Time

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

Ulster Hockey are seeking a talented and enthusiastic Content Creator to join our Marketing & Communications team. This part-time role offers an exciting opportunity to play a central part in the creation of engaging digital content that promotes Ulster Hockey, its clubs, competitions, and wider community.

You will be responsible for producing high-quality digital content for Ulster Hockey's social media and online platforms to support digital growth, visibility, and overall brand image.

The nature of hockey means this role requires regular evening and weekend work to cover fixtures and events across the season.

Main Areas of Responsibility

General

- Help to create and deliver engaging digital content for Ulster Hockey's social media and digital platforms.
- Help to promote Ulster Hockey competitions, clubs and community initiatives through compelling storytelling and visual content.
- Work to tight deadlines to deliver timely and relevant content, particularly around major Ulster Hockey competitions such as the Kirk Cup, Anderson Cup and Denman Shield Finals.
- Support the Ulster Hockey digital growth strategy through creative content planning and execution.
- Collaborate with the Communications Officer to create engaging content for Ulster Hockey social media channels and website.
- Assist with maintaining a content archive and media asset management.
- Perform any other duties as required to support the department.

Other Duties

- To attend staff meetings and prepare papers and KPI reports as required
- To participate in organisational training, staff reviews and avail of appropriate opportunities that contribute to personal development and career aspirations
- Act in accordance with the Code of Conduct for Ulster Hockey employees and the values of relevant partner organisations.
- Comply and actively promote Ulster Hockey's policies and procedures as directed.
- Undertake the foregoing duties in such a way as to enhance and protect the reputation and public profile of Ulster Hockey and all relevant partner organisations.
- Promote and profile the partnership between UH and Sport NI at all times and for all aligned programmes.
- Any other duties as may be allocated from time to time in accordance with the general nature of the post.

This job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be reviewed continually for ongoing effectiveness.

The Person

	Essential	Desirable
Qualifications & Attainments	<p>* A minimum of 3 GCSEs (or equivalent) pass (grade A-C) including mathematics and English</p> <p>* Completed / Enrolled in a relevant media / sports media higher education course.</p> <p>OR</p> <p>Able to demonstrate a desire to work in sports media with relevant steps already undertaken.</p>	<p>** A working knowledge of the ADOBE programs and / or other editing software.</p>
Relevant experience & knowledge	<p>*Excellent organisational skills and ability to meet tight deadlines.</p> <p>*Ability to produce content tailored to various social media platforms (e.g. Instagram, Facebook and X).</p>	<p>** Experience in working in a sports media environment.</p> <p>** An understanding of Ulster Hockey and its clubs and competitions.</p>
Special Aptitudes	<p>Sound oral and written communication skills</p> <p>Ability to work on own initiative and as part of a team</p> <p>Ability to work under pressure and meet tight deadlines</p> <p>Strong planning and organisational skills including time management, resource management and prioritising work load</p> <p>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</p>	<p>Knowledge of the role of a sports governing body in delivery and developing a sport in a complex stakeholder environment</p>

	Competent use of Microsoft Office (including Word, Excel and Powerpoint)	
Circumstances	<ul style="list-style-type: none"> * Ability to work 18.75 hour week * Ability to work outside normal working hours, including weekends * Access to a form of transport that will permit the post-holder to meet the requirements of the post in full * Ability to communicate in English * Eligible to work in the UK/NI <p>Available and willing to undertake further training as necessary for the post</p>	

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

Please send a role-specific cover letter and CV to admin@ulsterhockey.com with the subject line of: 'Content Creator'.

Alternatively, applications can be posted to:

Ulster Hockey
Unit 5G Stirling House
Castlereagh Business Park
Castlereagh Road
Belfast
BT5 6BQ

Please note applications must be sent before the closing date of **12 noon on Monday 2nd February 2026**. Whilst we will acknowledge receipt of your application as soon as possible, it is the candidate's responsibility to ensure that it has been received on time. Applications received after this time will not be considered.

We look forward to reading your application. If you have any questions regarding the process or any information contained in this document, please do not hesitate to contact us for a confidential discussion on any aspect of the role.