



LEICESTERSHIRE & RUTLAND  
CRICKET FOUNDATION



## Appointment of Head of Cricket Participation

April 2024

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# Welcome

Cricket has a unique ability to connect communities, improve lives and eradicate social barriers. Everything that Leicestershire & Rutland Cricket Foundation is working towards; every community programme, recreational team and inclusive opportunity that is on offer allows us to make great strides towards enhancing and extending the reputation, reach and profile of the game and Leicestershire Cricket.

However, we need and want to do better. The Leicestershire & Rutland Cricket Foundation is an integral member of the Leicestershire Cricket 'family'. By inspiring participation and community engagement through cricket, we will improve lives across the County and build trust and following.

We live in vibrant and multi-cultural Counties and it's vital that we rightly reflect, represent, and most importantly reach our diverse community. We want to be visible in the community to show that there's a place in the game for everyone – a real sense of belonging.

Founded on exceptional governance and leadership, we will use cricket as a vehicle for good in people's and communities' lives, making the game accessible for all in our leagues, clubs, communities and schools so that more people can experience and enjoy everything that cricket has to offer. Thank you for your interest in becoming our Head of Cricket Participation.

**Ballu Patel**  
Chair







# About our Foundation

The Leicestershire & Rutland Cricket Foundation is striving to take the game's existing social impact to new levels and to inspire a passion for cricket in all our communities.

Leicestershire & Rutland Cricket Foundation is the official charity of Leicestershire County Cricket Club. The Foundation is dedicated to promoting the game of cricket at all levels and particularly among young people, through partnership and involvement of professional and recreational cricketing bodies, community clubs and other appropriate agencies within Leicester, Leicestershire and Rutland.

Despite enjoying a strong track record of community engagement across Leicestershire and Rutland to date, including the continued delivery of free cricket programmes in primary schools and increased support for the women and girls' game in our community-based clubs, there is more to be done.

The establishment of the Foundation as its own entity helps us to supercharge our reach and achieve our ambitions of increasing accessibility and participation in cricket across the Counties we serve.

## Our new strategy

Our new strategy represents a step change in ambition and outlook and sets out how our community facing cricket organisation will make a significant impact across Leicester, Leicestershire and Rutland over the next 3 years.

This is an exciting opportunity for those wishing to lead the Foundation at its start to oversee its ambitions of using cricket and all its many interconnecting components as a force for good.

## Purpose

*To connect communities and improve lives through the power of cricket.*

We want to engage and excite people across the diverse communities we serve, giving everyone the opportunity to enjoy cricket.

## Mission

*To get bats and balls into more hands and introduce our communities to the power of cricket.*

We want the game to be inclusive for all, inspiring every generation to get involved and fulfil their potential.

## Our values

**Sharing positivity:** Bringing positive-orientated thoughts, ambitions, beliefs, and attitudes.

**Caring at our core:** Promoting a strong sense of community, leaving participants feeling valued, respected and connected.

**Elevating everybody:** Empowering communities with the tools to grow.

**A welcoming environment for all:** Creating a community for people to bring their best.

# The Opportunity

**To help us achieve our ambitions, we are seeking to appoint a Head of Cricket Participation to join our Executive team, and to lead the delivery and execution of cricket participation element of our first strategy.**

Joining us as our inaugural Head of Cricket Participation will afford you the opportunity to play an integral role in the Foundation from its formation as we pursue our vision for the wider region in support of widening the ECB's 'Inspiring Generations' strategic plan.

In our Head of Cricket Participation we are seeking to recruit an individual that excels through:

- Their passion and understanding of how the power of cricket can improve lives across Leicester, Leicestershire & Rutland
- Providing strategic leadership to deliver a place-based strategy that seeks to create new places to play across the County whilst supporting current cricket participants to thrive across our County.
- Championing equity, diversity and inclusivity through their actions, behaviours and their team.
- Their Teamworking qualities to build a team that matches their ambition and energy.
- Their drive to improve cricketing experiences in our leagues, clubs and schools and an equal desire to create new cricket opportunities across our communities in the County.
- Building partnerships across the County, both inside and outside of the game, to enable more people to benefit from the social and wellbeing benefits of cricket.
- Leading a team that builds cricket advocacy within our communities that empowers volunteers across Leicester, Leicestershire and Rutland to provide more people with bat and ball experiences.
- Build a positive, outwardly facing, inclusive and ambitious cricket participation team.
- Drive a participant centred programme delivery that delivers exceptional experiences and connects participants with their optimal next cricket experience
- Drive partnerships with local and national stakeholders to support the delivery of our participation programmes.
- Oversee safeguarding and compliance for cricket in the county, working in partnership with the Safeguarding Officer.
- Oversee and drive forward inclusive cricket activity and talent identification that feeds into the County Club's performance pathway.
- Track performance against the strategy goals and KPIs. Provide regular reports and updates on progress.
- To undertake any reasonable tasks at the request of the Managing Director and deputise where required.
- Support LCCC team members with activity delivery on matchdays.

## Responsibilities

- Responsibility for leading the Cricket Participation team that will deliver the cricket participation element of the L&RCF's strategy.
- Lead the participation team to drive growth in accessibility and participation in cricket opportunities across the County.
- Oversee the successful delivery, tracking and reporting to key stakeholders on all national programme activities and other core L&RCF programmes across our Clubs, Schools and Urban areas.
- Oversee the development / enhancement of club and hub facilities to meet anticipated future demand as outlined in the L&RCF Facilities Strategy
- Drive forward the growth of coach and officials development including volunteer workforce development for grounds people, scorers and safeguarding officials within recreational clubs across the county.

## Experience

- Previous experience in a senior role working in a Sport Development environment would be advantageous but not essential.
- Experience of driving participation / engagement in a sport, interest or product.
- Experience of senior responsibility for finance administration and managing budgets.
- Experience of designing programmes and driving participation / engagement in them.
- Creating partnerships and good working relationships with professionals and volunteers.
- Successful experience of working with community organisations and volunteers.
- Managing projects, events and schedules successfully.
- Working in a team and independently.
- Work closely with key stakeholders and build strong relationships.
- Experience of coaching team members to assist them to develop their people management skills.
- Successful experience of managing a high performing team.
- Experience of fundraising and identifying opportunities for partnerships.

## Behaviours

- Always be respectful of others, behave in a non-discriminatory manner with an understanding of the Equality Act 2010.
- Willing and able to deal with people professionally at all levels and from a variety of backgrounds.
- Bring energy and enthusiasm to the role and operate to our clear values and behaviours.
- Hard working with a can-do attitude.
- Willingness to learn and adapt to an ever changing environment.
- A positive, professional, friendly and supportive manner.
- Ability to relate and empathise with clubs, leagues, volunteers and players.

## Skills

- Excellent communication skills including experience in communicating effectively both verbally and in writing.
- Proactive mindset in identifying growth opportunities and experience in goal-setting and achieving targets as a team.
- Excellent ICT skills, computer literate and have a good knowledge of Microsoft Office packages (word, excel, outlook etc.).
- Ability to manage data and compile concise and accurate reports.
- Excellent interpersonal and customer service skills, with the ability to build relationships and communicate effectively with a diverse range of people.
- Establishing and maintaining effective working relationships.
- Ability to inspire, motivate and manage others.
- Ability to plan, organise and prioritise workload to meet deadlines.
- Proactively engage key stakeholders and manage relationships.
- Ability to lead, manage, energise and develop a team aligning to clear values and behaviours.
- Ability to understand and interpret key financial information and manage budgets.

## Personal requirements

- Willingness to participate in relevant training and development opportunities.
- Current driving license and access to a car with business insurance.
- Enhanced Disclosure & Barring Service (DBS) clearance required prior to commencement.
- The post-holder must be willing to travel and work evenings and weekends as the role requires.

## General

Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not be identified. This job description is current at the date shown, but in consultation with you, may be changed by your Line Manager and/or HR to reflect or anticipate changes in the job commensurate with the grade and job title.

## Health and Safety

It is an employee's responsibility to take reasonable care of themselves and others and anybody affected by their undertaking including any act(s) or omissions.

## Safeguarding

Leicestershire & Rutland Cricket Foundation is committed to safeguarding and protecting children, young people and adults at risk to enjoy the game of cricket, both recreational and/or professional formats of the game. All stages of recruitment will follow Safer Recruitment guidelines. References will be sought upon offer of employment and depending on job role, background checks may be required. Upon commencement of employment, all new starters are required to undertake ECB and Club safeguarding training (level dependent on role undertaken) and read and understand Safe Hands guidance and our Club safeguarding policies and procedures.

**Location:** Uptonsteel County Ground.

**Remuneration:** £43,261 - £49,085

**Time Commitment:** 35 hours per week

**Term:** Permanent

## Benefits

33 days annual leave inclusive of Bank Holidays  
Company Pension Scheme  
Life Assurance  
Statutory Sick Pay  
Flexible working  
Electric car salary sacrifice  
On site parking  
Branded kit





## How to Apply

We celebrate differences and applications are actively encouraged from individuals from diverse backgrounds, particularly those who reflect and represent the communities we work in.

Candidates wishing to apply should submit a CV (including comprehensive details of key achievements and responsibilities), along with a covering letter (maximum 2 pages) which fully addresses the opportunity outlined in the role description and person specification.

### **Please send your application to:**

Sharron Hunter, HR & Governance Manager  
[Sharronhunter@leicestershireccc.co.uk](mailto:Sharronhunter@leicestershireccc.co.uk)

### **The closing date for applications:**

9am (GMT) on Tuesday 14<sup>th</sup> May 2024

### **In person interviews will take place:**

W/C 20<sup>th</sup> May 2024

### **For a conversation in confidence, please contact:**

Ballu Patel, Foundation Chair  
[Ballupatel@leicestershireccc.co.uk](mailto:Ballupatel@leicestershireccc.co.uk)

### **Accessibility**

**Should you require access to these documents in alternative formats, please contact:**

Sharron Hunter HR & Governance Manager  
[Sharronhunter@leicestershireccc.co.uk](mailto:Sharronhunter@leicestershireccc.co.uk)



## Equal Opportunities in Employment Policy Statement

Leicestershire & Rutland Cricket Foundation will ensure that all existing and potential employees receive equal consideration and is committed to the elimination of unlawful or unfair discrimination on the grounds of gender, race, disability, colour, ethnic and national origin, nationality, sexuality, marital status, responsibility for dependents, religion, trade union activity and age.

It is the intention of Leicestershire & Rutland Cricket Foundation that its workforce, at all levels, should reflect the composition of the city's population. To achieve this Leicestershire & Rutland Cricket Foundation will take active and positive steps to eliminate discrimination and to promote equality in employment.







Leicestershire & Rutland Cricket Foundation  
Uptonsteel County Ground  
Grace Road  
Leicester  
LE2 8EB

0116 283 2128

[www.leicestershirecc.co.uk/foundation/news](http://www.leicestershirecc.co.uk/foundation/news)