



NORTHERN DISTRICTS CRICKET

Position Title	Development Activator – Counties Manukau (DA-CM)
Employer	Northern Districts Cricket Association (NDCA)
Full-time / Part-time	Full Time, Fixed Term (6 months)
Date	November 2019
Reports to	NDCA GM - Community
Direct Reports	Nil
Key Internal Relationships	GM Community, CMCA Development Manager, DA Development Activators/Officers
Key External Relationships	NZC Participation Team, Affiliated clubs, local schools and colleges, local council, local Regional Sports Trusts
Primary Objectives	<ul style="list-style-type: none">• Organise and deliver promotional packages and programmes to schools and community organisations.• Develop community capability to support Yeah Girls• Establish a pathway to recruit and retain young female cricketers
Location (office)	CMCA Office - Bruce Pulman Park / NDCA Office - Seddon Park

1. Technical and Personal Competencies

- (a) Mandatory
- Full clean drivers licence
 - Microsoft Office suite skills
 - Excellent presentation and written communication skills
- (b) Highly desirable
- Understanding/experience in community sport

2. Key Challenges / Performance Indicators

- Set up and deliver Yeah Girls promotional package experiences
- Organise and Deliver Yeah Girls community hubs
- Provide great experiences to young females promoting

3. Key Responsibilities and Accountabilities

Step 1: Deliver 'Yeah Girls' Promotional Package experiences

Organise and deliver 'Yeah Girls' promotional package to schools. This package comprising of a presentation, fast-pace video, fun, cricket-based activity to schools, and incentives (or some of these elements) to schools and other community organisations (such as churches, and migrant groups) with the purpose of encouraging girls to attend 'Yeah Girls' hubs.

DA - CM will be trained to utilise marketing materials provided by New Zealand Cricket to build community interest and awareness of the local Counties Manukau Yeah Girls programme.

Step 2: Organise and Deliver Girls Smash Centres

Organise and deliver 'Yeah Girls' hubs which are essentially a weekly (4-6 sessions), fun, non-traditional Community Hub for girl's social cricket. This will include securing the support and training of any volunteers/coaches required for the optimal delivery of these weekly events.

Step 3: Establish a Player Pathway

Understand the individual ability and ambition of the 'Yeah Girls' participants and use local knowledge of Counties Manukau to direct players to the appropriate next step to continue/extend involvement. This may be, for example, a continuation of attending 'Yeah Girls'; joining a club or forming a school team etc.

- Communication
 - Provide regular content (stories and photos) for regional websites and social media
- Financial
 - Administration of Yeah Girls hub registrations
- Other
 - Other reasonable duties as and when required