



SEDBERGH  
SCHOOL

FOUNDED 1525

Candidate Information Brochure  
**SSDL Sports Development Officer**







## About Sedbergh School



Sedbergh School, founded in 1525 by Roger Lupton, Provost of Eton, is an independent Co-educational Boarding School. Set in the spectacular Yorkshire Dales National Park, the School also benefits from fast motorway and access to the rest of the country.

The School is a vibrant, demanding and supportive community which encourages pupils and staff to be involved in as broad a range of activities and interests as possible. Art, Drama and Music are especially strong, and the School has a national reputation for Sport. Sedbergh has its own Prep School located approximately ten miles away at Casterton.

The Principal, Mr A A Fleck BSC, MA, acts as the “Chief Executive” of both Schools and is supported by a number of senior managers. The Chief Operating Officer (COO), Peter Marshall, is ultimately responsible to the Principal and Governors for the management of all the administration and support staff.

The COO has responsibility for the finances of the School, as well as running the commercial trading arm of the School, Sedbergh School Developments Limited (SSDL). The Bursar (Operations) is responsible for the extensive land and buildings, maintenance department, grounds & gardens, catering housekeeping & domestic staff.



## The Role

SSDL (and Sedbergh Courses) are searching for a highly professional, enthusiastic and positive person to join their expanding team. In Sedbergh we are hugely passionate about inspiring young people through sport and beyond. The courses team are responsible for child and coach development in Clubs and Prep Schools across the North of England, Scotland, United Arab Emirates, Asia and at home in Sedbergh.

Working with genuine world class educators and some of the most iconic names in sport, this exciting opportunity will offer personal growth as well as support the development of the core business. The ideal candidate will professionally represent and market the Sedbergh brand at home and abroad. Whilst this role requires a background in rugby union, the successful applicant will be able to help develop and deliver the desired outcomes across all areas of SSDL activity.

<b>Job Title:</b>	SSDL Sports Development Officer
<b>Location:</b>	Flexible
<b>Responsible to:</b>	Commercial Manager
<b>Contract Type:</b>	Permanent
<b>Hours of work:</b>	Full time – 37.5 hours per week
<b>Salary:</b>	£25,000 per year
<b>Annual leave:</b>	25 days a year, plus bank holidays





## Role Responsibilities

- 🦁 Developing course content and strategy for all SSDL activities to maximise target markets nationally and internationally, to include:
  - New course provision for Senior and Prep School attendees from age 6 and above;
  - Design, implement and action of the promotional plan to achieve sales targets and financial objectives;
  - Content for promotional literature and website;
  - Promotion of all aspects of the courses at every opportunity as a key SSDL Ambassador;
  - In conjunction with the Course Programme Manager and Operations team, help develop a logistical model for delivering each course;
  - Work with external providers to continually improve on course offering in line with company ethos;
  - Be familiar with the booking system for participants on courses, including responding to enquiries, keeping full records of payments and maintenance of the bookings database to cover holidays for the SSDL administrator.
- 🦁 Develop a future strategy for new international markets to deliver strategic global targets for SSDL in identified markets;
- 🦁 Build relationships with and deliver courses and coaching programmes within target Prep Schools to drive awareness of all courses;
- 🦁 Undertake an agreed programme of club coaching to target northern rugby clubs to support outreach and recruitment;
- 🦁 Expand on current school-based Club Festival programme activities, using both campuses and, where appropriate, to include new sports in addition to rugby.
- 🦁 Attend key Prep and Senior School events as appropriate;
- 🦁 Develop and deliver the promotional plan for social media activity;
- 🦁 Liaise with Admissions in both Schools to ensure prospective leads are followed up;
- 🦁 Ensure all Safeguarding and Health & Safety requirements are met.

## Person Specification – Essential Requirements

- 🦁 Coaching Qualification from UKCC, as a minimum must be working towards Level 3;
- 🦁 Experience of working in sports development or education as a player, coach or mentor;
- 🦁 IT Literate, able to use Word, Excel, Outlook and PowerPoint;





# Key Competencies

## Planning, Accountability and Commercial Awareness

- ✦ Works independently and is able to perform a variety of tasks with different levels of complexity by developing effective plans and organising his/her work efficiently;
- ✦ Thinks and acts in a goal-oriented manner, prioritizes and completes tasks in order of importance;
- ✦ Utilises personnel, financial and material resources effectively and efficiently to get things done;
- ✦ Able to demonstrate skilled written and verbal communication skills and deliver effective presentations through detailed planning to a variety of audiences;
- ✦ Ability to interpret data and present opportunities and strategies to innovate and resolve issues;
- ✦ Seeks out and evaluates new opportunities ie sponsorship;
- ✦ Undertakes cost/benefit analysis, taking account of competitor activities and market trends;
- ✦ Ability to work flexibly to meet strategic needs;
- ✦ Ensures that projects within areas of specific responsibility are completed on time and within budget.

## Building Relationships, Communication and Influence

- ✦ Actively develops key influential relationships and partnerships;
- ✦ Acts as a positive role model and ambassador at all times;
- ✦ Being customer focused and maintaining high standards in all aspects of work;
- ✦ Regularly reviews performance and requirements and suggests ways to improve;
- ✦ Ability to clearly and enthusiastically communicate and demonstrate the ethos, vision and shared values that will drive future successes;
- ✦ Develops professional networks and contacts with integrity to achieve strategic goals;
- ✦ Enables and encourages others to share good practice, both internally and throughout all working relationships.

## Achieving Drive, Perseverance and Managing Change

- ✦ Target orientated, consistently looking to not only meet, but exceed targets and objectives;
- ✦ Challenges the status quo and tradition in pursuit of excellence, efficiency and value;
- ✦ Has an outward focus, drawing information from a variety of internal and external sources to strive for continuous improvement;
- ✦ Recognises and realises future opportunities;
- ✦ Raises pertinent issues succinctly as they arise, providing quality summaries and commentaries.



## Safeguarding Responsibilities

- ✦ Sedbergh School is committed to safeguarding and promoting the welfare of children and expects all staff to share this commitment. The role holder will be expected to support this approach in the context of their role and to adhere to and ensure compliance with the School's Safeguarding policies and procedures at all times.
- ✦ If in the course of carrying out their duties, they become aware of any actual or potential risk to the safety or welfare of children in the School the role holder must report any concerns to the School's Designated Safeguarding Lead or to the Headmaster.
- ✦ All staff within Sedbergh School must demonstrate the willingness to participate in safeguarding training appropriate to the level of responsibilities of their role.

## School Ethos & Values

- ✦ All members of staff in Sedbergh School must ensure that their work, communication and approach conform to the ethos, values and style of the School. Everyone must keep up to date, and comply with the Sedbergh School's Rules, Policies and procedures at all times.

*Whilst every effort has been made to explain the main duties and responsibilities of the post, each individual task undertaken may not have been identified. Employees will be expected to comply with any reasonable request from their Line Manager to implement work of a similar level that is not specified in this job description.*

## How to Apply

If you would like to be part of our team please contact us on [hradmin@sedberghschool.org](mailto:hradmin@sedberghschool.org), to call us on 01596 20303.

**Closing date for applications: 31<sup>st</sup> January 2020**

**Interviews will commence on 10<sup>th</sup> February 2020**

*Early application is advised as an appointment will be made upon finding a suitable candidate.*

**We look forward to hearing from you.**



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*Sedbergh School is committed to safeguarding & protecting the welfare of children.  
Applicants must be willing to undergo child protection screening appropriate to the post, including checks with past employers and the Disclosure and Barring Service.*

Registered Charity No 1080672



*“People will forget what you said, people will forget what you did, but people will never forget how you made them feel”*

*Maya Angelou*