

Sports Development Officer

Introduction

Local government sports development teams are responsible for the provision, promotion, development and management of programmes and initiatives to increase sports participation within all areas of the local community.

Work Environment

Local government sports development officers are office-based, but spend some of their time visiting sport and leisure facilities for meetings or particular events.

They usually work a standard 37 hour week, but there may be some evening or weekend work required.

Daily Activities

Local government sports development officers establish, implement and monitor the local council's sports development plan and ensure that participation in sport is encouraged and promoted to all sections of the local community. They consult with partner organisations and the public about sports development and opportunities, in order to improve services and increase participation.

The specific duties of a local government sports development officer may vary according to the individual responsibility of the role and the location, but they might include some or all of the following tasks:

- planning and promoting regular activities and initiatives for specific groups, such as helping young people discover and develop their sporting potential, or fitness classes for older people;
- planning and promoting large scale sporting events, such as fun runs, marathons, youth games, football tournaments and athletics meets;
- working closely with schools to support the National Physical Education and Sport Strategy and develop the links between sports clubs and schools;
- supporting volunteering initiatives such as Sport England's Step into Sport;
- implementing and coordinating coaching education and mentoring schemes;
- sourcing funding opportunities for sport related projects;
- working with partner organisations and sports clubs across the local area to develop the delivery of sporting opportunities.

Skills & Interests

Local government sports development officers need:

- an interest and ability in sport,
- excellent written and verbal communication skills,
- good organisational skills,
- to be good team workers,
- creativity in implementing strategies and plans,
- motivational skills to encourage others.