

Job Description

JOB TITLE: the **asa** County Swimming Co-ordinator

RESPONSIBLE TO: Senior County Swimming Co-ordinator

JOB PURPOSE: To promote the Government's Free Swimming initiative, with initial emphasis on the over 60 age range; ensure the delivery of agreed KPIs.

AIMS

- to spread the philosophy and message of the Government's Free Swimming initiative as widely as possible, in their counties
- to work in effective partnership with local authorities engaged in the Free Swimming Programme and with pool operators
- to implement **asa** policy and practise, in the county, with local authorities, pool operators, swimming clubs, etc - securing the desired "culture change" as widely and effectively as possible
- to represent **the asa** in the county and work to achieve **the asa** goals and targets, in particular to help get more people swimming, and to market **asa** products/services.

KEY TASKS

- explain, discuss and sell the Government's Free Swimming initiative to LAs, to build commitment to the programme
- work with LAs engaged in the Programme to make sure their Free Swimming offers conform to Government and **asa** policies and guidelines
- work with LAs, and pool operators, to try to ensure the success of the Free Swimming initiative
- provide all necessary support and advice to LAs, to help them achieve the Programme goals and their own local aims
- achieve the targets and KPIs set
- aid the monitoring & evaluation programmes - working to Government/**asa** guidelines
- implement **asa** policies and good practise, within the county, by working with LAs, pool operators, clubs, etc
- sell, teach and spread the "Culture change" **asa** messages, so that there is a real difference in swimming in the county - as measured by KPIs etc to be confirmed by **asa** management
- work with **asa** Regional Directors & staff to help achieve regional goals & targets
- market and sell **asa** products & services - to targets, guidelines, etc, from **asa** management
- to represent **the asa** effectively, liaising with LAs, operators, clubs, other organisations, etc, to sell **the asa** brand, philosophy and products/services as widely and fully as possible - and thus to get more people in the county swimming, more often and achieving their personal goals.
- any other reasonable duties as requested by the Senior County Swimming Co-ordinator

- Compliance with all **asa** policies and procedures and in particular those relating to equity and diversity

the asa **COUNTY SWIMMING CO-ORDINATOR**

Hours of Work: All Hours Worked

Place of Work: To be agreed – Various County Sport Partnership Locations

Responsible to: Senior County Swimming Co-ordinator

Holidays: 25 days per year plus Bank Holidays (pro rata prior to twelve months service)

PERSON SPECIFICATION

ESSENTIAL	DESIRABLE
Ability to 'champion' swimming with a clear understanding of the impact swimming can have on wider social agendas, such as health, social cohesion, strengthening communities	Project management experience including management of a budget
Excellent verbal and written communication skills and experience for example writing reports.	Knowledge of the swimming pool environment including an understanding of the barriers that prevent people taking up swimming
Sets high standards for self and others and is dissatisfied with average performance.	Marketing experience
Excellent project management skills	Experience of working with a diverse community
Excellent time management skills and the ability to multi-task.	Educated to degree level or equivalent
Clear understanding of the kind of challenges the project will face and the resilience to work under pressure and overcome obstacles	Knowledge of UKCC and the asa products; including Swim 21
Effective team working and ability to work productively alone.	
Sound IT skills – Microsoft Word, Excel, Internet and Email	
Confidence and experience in leading a wide range of people and building relationships across organisations with diverse priorities	
Proven successful experience of sales with a track record of delivering/exceeding targets	
Proven experience of adhering to performance/quality systems	