



About Waikato Badminton Association

Waikato Badminton Association (WBA) is a not-for-profit regional sporting organisation that develops, promotes and governs the sport of badminton within Waikato. It makes badminton accessible as a sport, health and recreation activity to people of all ages and abilities.

Purpose: To lead enriching badminton experiences for all ages, all abilities, all times, in Waikato.

Vision: To inspire better community health, wellbeing and performance together through badminton.

Values:

- Authenticity (Produce meaningful outcomes through open and honest communication)
- Collaboration (Have fun serving others by being inclusive and respectful)
- Curiosity (Empower continuous learning and growth by being courageous and innovative)
- Passion (Achieve excellence in everything we do by being enthusiastic and driven)

Chief Executive Officer (CEO) – Position Description

Reports To: President as representative of the WBA Board

Direct Reports: Coaching & Development Manager (F/T), Community Programs & Events Manager (F/T), Financial Controller (P/T), Office Administrator (P/T), Contracted Coaches, Other Volunteers.

Location: Hamilton, New Zealand

Position Purpose: Provide leadership of the WBA Strategy which includes Operational Excellence, Participation Pathways, Coaching & Development, Programs & Events, and Facilities Optimisation.

Key Responsibilities:

1) Operational Excellence

- Maximise operational income, resources, assets and reserves by establishing sustainable funding and diverse revenue sources for WBA.
- Maintain strong governance processes and performance by reporting accurate and timely information to the WBA Board, assisting with the development of policies and procedures, and ensuring that WBA meets all its legal obligations.
- Develop and maintain strong and effective stakeholder relationships, including sponsors, funders

and partners such as Sport Waikato and Badminton New Zealand to ensure regional and national sport outcomes are strengthened and achieved.

- Foster quality staff recruitment, development, retention, performance and behaviour consistent with WBA values and ensure that high standards are appropriately recognised and supported.
- Develop and implement strong and adaptable communications and marketing strategies to provide a high standard of services and communication to WBA stakeholders.

2) Participation Pathways

- Increase lifelong player participation (more players, more often) by ensuring participation pathways support people entering the sport at any ability and any stage of life.
- Grow partnerships with Affiliated Clubs and their members to improve sport capacity and capability and to deliver high quality programs and events.
- Expand casual participation options including casual pay-to-play across various clubs and venues.
- Promote inclusion through the growth of para badminton, culturally diverse, women and girls activities.
- Capture and review the voice of participants experiencing badminton through ongoing public relations, forums and surveys to measure ongoing success of WBA programs and events.

3) Coaching & Development

- Support participants seeking to maximise their progression and performance within badminton by leading a high standard, inspiring, and inclusive coaching environment.
- Broaden the number of participants and/or teams representing Waikato at regional and national level.
- Promote a culture of continuous learning and education by providing regular opportunities for personal development and upskilling.
- Utilise innovative development strategies to plan and deliver coaching and development programs.

4) Programs & Events

- Deliver, strengthen and adapt programs and events to ensure they are accessible, appealing, effective, sustainable.
- Deliver innovative programs and events that attract new, inactive participants and targeted population groups by utilising Shuttle Time, Air Badminton, Fitminton concepts.
- Deliver high quality and financially viable local, regional and national events.
- Attract prize sponsors for all major programs and events whilst enhancing program and event exposure and legacy.

5) Facilities Optimisation

- Ensure the efficient running of the Eastlink Badminton Stadium whilst investigating options for its expansion in consultation with Eastlink Community Hub.
- Undertake improvements to Eastlink Badminton Stadium in partnership with the Eastlink Badminton Society.
- Increase scope of where badminton can be delivered and experienced whilst exploring facility partnerships to establish more indoor court availability and accessibility.
- Review effectiveness of pay-to-play booking systems to align with participation growth and organisational performance.

Experience and Knowledge:

- Tertiary qualification and/or knowledge and/or experience in Sports Management, Sports Coaching and/or Education is preferable although not essential depending on experience.
- Demonstrated industry experience (5+ years) in leadership roles with a high degree of influence, either within the sport and recreation sector, or in sectors with transferable skills such as education, corporate or not-for profit.
- Experience in strategy development, strategy implementation and stakeholder engagement.
- Experience in planning, managing, and prioritising multiple and competing projects and tasks to meet deadlines and produce high quality results.
- Knowledge of, and credibility in, the sport and recreation sector in either a professional or volunteer capacity.
- Full drivers' licence.

Skills & Attributes:

- Excellent verbal and written communication, and presentation skills.
- Excellent interpersonal and relationship building skills and attributes to influence attitudes, behaviours and processes.
- Ability to take initiative and work independently and collaboratively with teams and stakeholders.
- Good problem analysis and problem solving skills.
- Good financial acumen and budget management.
- Good technology literacy of Microsoft Office suite, Xero financial software, social media and online marketing tools.
- Willingness to be available for weekend work and travel.