

STROUD MASTERS SWIMMING CLUB



RECRUITMENT POLICY

It is important that as a club we:

- spend time planning, to be able to set ourselves short, medium and long term goals.
- Think about the needs of our club ie.
 - what are we lacking,
 - how can we improve,
 - what do we already do well and why?

Four key steps to successfully recruiting volunteers are:

1. Outline the volunteer roles that are needed
2. Provide clear role descriptions that profile what is involved
3. Identify opportunities for recruiting volunteers
4. Use effective recruitment methods for attracting volunteers

Outline the volunteer roles that are needed

- . What needs to be done? (rather than “what can volunteers can do in the Club)
- . Carry out a formal Strengths, Weaknesses, Opportunities and Threats Analysis (SWOT)

This will enable us to have a single document that identifies -

- where we currently are and what we are doing well
- what areas we may be weak in and why
- areas of opportunity for improvements and development of new ideas
- possible threats, currently or in the future, to our club and our volunteers

The questions below to help identify what is needed from Volunteers.

- What jobs need to be done?
- What positions are available?
- What is involved in such jobs or positions?
- How much time would someone need to commit? Does it have to be done on a daily, weekly, monthly or ad hoc basis?
- Could it be made into a rota system?
- What sort of person would be best suitable, would it suit someone wanting to meet people, expand their skills, someone looking for a challenge?
- What skills would be helpful or necessary?
- What could they expect to get in return? Expenses, training, rewards, friendship?
- From this, and using the ASA Swim 21 Club Management website examples, we have created clear role descriptions that profile what is involved

The recruitment and retention of volunteers can be greatly effected by a lack of knowledge of what is expected of them and not having a clear idea of what work needs to be done.

When someone has already been in this position, either with our club or a different club, we will speak to them to get honest feedback as to what is 'really' involved.

A volunteer **role description** is a useful tool that gives clear guidelines to the volunteer about the part they play in the running of the club; Listing the skills and experiences which are required for the role and highlighting where particular skills are important than experience. Wherever possible we assist the volunteer to achieve the necessary skills, either internally, or external training.

We have steered away from making long list of tasks required for the position. Using the role description as guidance for volunteers; trying to make the role sound fun and not too daunting.

Identify opportunities for recruiting volunteers

Once the role and best person have been defined, we need to research the best place to find the right person for the job, i.e.

- Is there someone already within the club, who can be persuaded to help out?

Or external sources i.e.

- A young person who has IT skills?
- A poster at an IT college?
- We ask the parents, brothers, sisters and friends of those already involved with the club, as a competitor or volunteer.

Use effective recruitment methods for attracting volunteers

We follow the Swim 21 guidelines –

- Mass recruitment – When we require someone who is relatively unskilled or if we want several people.
- One to One Network - This is word of mouth, but in a proactive way. It involves thinking of volunteers and contacts we already have and also who they may know.
- Group Network – involves using groups who know each other to recruit other volunteers
- Partnerships - linking up with other agencies that can help us to recruit. We need to develop a network to work with any local volunteer centre, local schools and colleges, local authorities and county sport partnerships.
- Targeted – This is the method currently used when we want to recruit a person with specific skills and abilities for a specific job.

Here are some examples of how we put these methods into practice, and try to ensure we always provide as much information about the work involved as possible.

- **Press releases** - combine a volunteer ask with a news release.
- **Advertise** - There are lots of opportunities to advertise, website, local press, at the swimming pool reception. The advert needs to be specific to the role and include contact details, location of the opportunity and a brief description of what is involved, both work and benefits-to-the-volunteer.
- **Existing volunteers** – by asking current volunteers to identify people who might be interested in taking over from them if they are leaving. Or to simply promote the benefits from their perspective.
- **Ask family** and other supporters who come to watch training and events.
- **Social events** to promote our need for volunteers. Challenge existing traditions to make possible roles flexible.

Job share - We understand that just because a role has always been done by the same person it doesn't mean a job share in the future wouldn't be successful.

We ensure that we provide information about different roles that are required as a person who may not be interested in one role may be interested in another.

Place posters in appropriate places such as schools, offices, local leisure centre, Gyms, ensuring a point of Contact is included so it's easy for people to make enquiries.

Planning the message before we recruit is vital to its success. It is important to look at it from the viewpoint of a potential volunteer, focusing on what their needs are as well as our own. We try to address any fears they may have to becoming a volunteer such as whether they need certain skills or a knowledge of the sport, whether they should be a certain age. Selling the benefits, such as meeting new friends, learning new skills, adding a valued contribution is also an important message that will help attract people into volunteering.