



Raising the growth and participation  
of female sport officials in Europe

# LEARNING RESOURCES

## /// PILLAR 2: RECRUITMENT, MANAGEMENT AND RETENTION

### SUB-PILLAR 2.1

Identify, attract and  
recruit women to become  
sports officials



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## /// Sub-Pillar 2.1

# Identify, attract and recruit women to become sports officials

### OVERVIEW

Identifying, attracting, and recruiting women to become sport officials can help promote diversity and inclusivity in the field.

👉 Here are some steps you can take to achieve this goal:

#### 1. Raise awareness:

Start by raising awareness about the need for women sport officials in your community and within sport organisations. Highlight the benefits of diversity and the positive impact it can have on the sport community.

#### 2. Outreach programs:

Develop outreach programs specifically designed to target women who may be interested in becoming sport officials. This could include hosting workshops, seminars, or informational sessions to introduce women to the role of officials, the requirements, and the opportunities available.

#### 3. Collaborate with women's sports organisations:

Establish partnerships with women's sport organisations or teams to gain access to a pool of potential candidates. Work together to promote officiating as a viable career option for women in sport.

#### 4. Mentorship programs:

Create mentorship programs that pair more experienced women officials with aspiring candidates. This mentorship can provide guidance, support, and valuable insights into the officiating role, helping to encourage and retain women in officiating roles.

**5. Training and education:**

Federations offer officiating courses, other training programs and educational resources tailored specifically for women interested in becoming sport officials. Provide clear pathways for skill development and advancement within officiating.

**6. Address barriers and biases:**

Address any barriers or biases that may exist within the sport officiating community and have become possible barriers to recruitment. Promote an inclusive and supportive environment that welcomes and values the contributions of women officials.

**7. Networking opportunities:**

Organise networking events where women officials can connect with each other, share experiences, and learn from established professionals in the field. This can help build a sense of community and provide additional support.

**8. Visibility and representation:**

Highlight the achievements and success stories of women officials to inspire others. Showcase women officials in promotional materials, media coverage, and social media platforms to increase their visibility and demonstrate the opportunities available.

**9. Encourage women athletes:**

Engage with women athletes and encourage them to consider officiating as a way to stay involved in sports beyond their playing careers. Many athletes possess a deep understanding of the sport and can transition into officiating roles with proper training and support.

**10. Continuous support and recognition:**

Once women become sport officials, provide ongoing support, training, and opportunities for professional growth. Recognise their achievements and contributions, creating a positive feedback loop that encourages more women to get involved.



## >> CONTENT AREA 1: DIVERSIFY THE TRADITIONAL RECRUITMENT PROCESS

Diversifying the recruitment process is essential to ensure that women and a broader range of candidates from different backgrounds and experiences have equal opportunities.

👉 **Here are some strategies to help diversify the recruitment process:**

**1. Role descriptions:**

Review and revise role descriptions to ensure they are inclusive and free from biased language. Use gender-neutral terms and focus on essential qualifications and skills rather than specific backgrounds or experiences that may inadvertently exclude certain groups.

**2. Expand outreach channels:**

Go beyond traditional recruitment channels to reach a more diverse pool of candidates. Use a variety of platforms, such as social media, community organisations, professional networks, and online boards that cater to specific demographics or underrepresented groups.

**3. Partnerships and collaborations:**

Collaborate with diverse organisations, community groups, and educational institutions to promote role opportunities. Build relationships with minority-focused organisations or those dedicated to promoting diversity and inclusion, and actively participate in their events and initiatives.

**4. Existing officials' referrals:**

Encourage existing officials to refer candidates from diverse backgrounds and offer incentives for successful referrals. Officials who come from diverse backgrounds themselves can help bring in candidates who may not have otherwise considered applying.

**5. Diverse Trainers and Moderators:**

Form a diverse workforce that include individuals from different backgrounds and experiences. Multiple perspectives can help identify unique talents and strengths that may be overlooked by a homogeneous workforce.

**6. Training for Trainers and Moderators:**

Offer training to your workforce on unconscious bias, diversity, and inclusive practices. Provide them with the necessary tools to evaluate individuals objectively and fairly.

**7. Flexible participation:**

Consider offering flexible participation arrangements that cater to a diverse range of needs, such as flexible schedules, or childcare support. This can attract a wider pool of candidates who may have specific requirements or responsibilities.

**8. Diversity and inclusion statements:**

Include a clear diversity and inclusion statement in all advertising and on the organisation's website to demonstrate the commitment to creating an inclusive environment. Highlight initiatives, programs, and resource groups that support diversity and inclusion efforts.

**9. Data tracking and analysis:**

Regularly collect and analyse data on the diversity of applicants and those who become active sport officials. This information will help identify any gaps or areas for improvement in the recruitment process, allowing you to make data-driven decisions to promote diversity and track progress over time.

Remember, diversity and inclusion should be integrated into every aspect of the recruitment process, from sourcing candidates to evaluating their training performances. By implementing these strategies, you can create a more diverse and inclusive workforce that benefits both the organisation and the individuals it serves.

👉 **Here are some general tips for recruitment that can help you attract and select the right sport officials for your organisation:**

**1. Define the role clearly:**

Start by clearly defining the role, responsibilities, skills and qualities required to be a sport official. This will help you attract individuals who closely match the requirements of the role.

**2. Develop a compelling exciting role description:**

Write a clear, concise, and engaging role description that highlights the key responsibilities, skills and qualities for the role. Use language that appeals to your target audience and accurately represents your organisation's culture and values.

**3. Use multiple recruitment channels:**

Don't rely on a single recruitment channel. Utilise a mix of online social media platforms, professional networks, and sport-specific websites to reach a wider pool of candidates. Consider using niche platforms and organisations that cater to specific sport industries or demographics.

**4. Leverage existing sport officials' referrals:**

Encourage your existing women sport officials to refer candidates they believe would be a good fit for the organisation. Existing sport officials' referrals often yield high-quality candidates who are more likely to align with your company culture.

**5. Engage in effective interviewing:**

As part of the application / training process ensure a comprehensive evaluation takes place. Use competency-based questions that assess the candidate's skills and fit for the role.

**6. Provide a positive candidate experience:**

Treat all new officials with respect and professionalism throughout the training process. Communicate clearly, provide timely updates, and offer feedback where possible. A positive experience, regardless of the outcome, helps build a good reputation for your sport organisation.

**7. Emphasise diversity and inclusion:**

Actively promote diversity and inclusion in your recruitment efforts. Ensure that your practices are unbiased and that you attract candidates from different backgrounds and experiences.

**8. Continuously evaluate and improve:**

Regularly evaluate your recruitment process and make improvements based on feedback and data. Monitor key recruitment metrics, such as time-to-recruit, geographical need and identify areas for optimisation.

Remember, creating a diverse and inclusive environment in sport officiating requires long-term commitment and consistent effort. By implementing these strategies, you can help identify, attract, recruit and retain women to become sport officials and contribute to a more balanced and representative sports community. Effective recruitment requires a thoughtful and strategic approach. By following these tips, you can increase your chances of attracting and selecting the best candidates for your organisation's needs.

**Top Tips**

1. Identify relevant target markets for recruitment.
2. Ensure all language used is inclusive and is unbiased.
3. Use role models and individuals from a diverse background to promote recruitment.
4. Engage in a range of wider previously unexplored media to promote to your target audience.
5. Ensure the recruitment and basic training is a positive memorable experience.

## >> CONTENT AREA 2: IDENTIFY SPECIFIC ROLES INCLUDING DUTIES AND RESPONSIBILITIES

Specifying role responsibilities clearly is crucial to ensure that women officials have a clear understanding of the expectations and scope of the role.

🕒 **Here are some tips to help you effectively specify role responsibilities:**

### **1. Identify key responsibilities:**

Begin by identifying the core responsibilities of the role. Break down the role into key areas and determine the primary tasks and duties associated with each area. This will provide a framework for outlining the role responsibilities.

### **2. Be specific and concise:**

Clearly articulate the specific tasks and expectations associated with each responsibility. Avoid vague or generic statements. Focus on the essential functions and deliverables the prospective sport official will be responsible for.

### **3. Prioritise responsibilities:**

Organise the responsibilities in order of importance or frequency. Highlight the primary or core responsibilities at the beginning to give the individual a clear understanding of the most critical aspects of the officiating role.

### **4. Provide context and reporting lines:**

Provide additional context by mentioning the reporting structure and relationships with other sport officials, mentors, coaches, managers etc.

### **5. Be transparent about expectations:**

Clearly communicate any additional expectations, such as time commitment, travel requirements, or specific skills or training needed to fulfil the responsibilities effectively.

### **6. Provide room for growth:**

Highlight any potential opportunities for development and promotion. If there are opportunities for the sport official to take on additional responsibilities or progress within the organisation, mention them to attract women officials that may be looking for long-term sport officiating development.

Remember, it's essential to strike a balance between being comprehensive and concise while specifying role responsibilities. A well-defined and transparent description will help individuals assess whether there is a clear alignment between their skills and your organisation's needs.

### **Top Tips**

1. Be clear on the role and responsibilities of the sport official in your sport.
2. Ensure you 'sell' the benefits of the role including any further development available.
3. Ensure the development pathway opportunities are made clear.
4. Manage expectations through effective appropriate communication to all stakeholders.
5. Be clear on any training that needs to be undertaken by the sport official.

## >> CONTENT AREA 3: DEVELOP ROLE DESCRIPTORS THAT ARE TRANSPARENT AND ATTRACTIVE

Writing a detailed role description is important to attract appropriate candidates and provide them with a clear understanding of the sports official's requirements and responsibilities.

👉 **Here are some steps to help you write a detailed role description:**

### **1. Role Title:**

Start with a clear and concise job title that accurately reflects the role of a sport officials within your sport. Use commonly recognised terms and avoid internal jargon or ambiguous titles.

### **2. Summary/Objective:**

Provide a brief overview of the position's purpose and the overall objectives. Summarise the main function of the women's officials role and its importance within the organisation.

### **3. Responsibilities:**

Outline the specific tasks and responsibilities associated with the role of a sport official in your sport. Use bullet points or subheadings to make it easy to read and understand. Include both primary and secondary responsibilities, starting with the most important ones. Be specific and provide sufficient detail about the key duties and activities.

### **4. Reporting Structure:**

Indicate the reporting relationships and the position of sport officials within the organisational structure. Mention the federation or league line managers role and any further roles/positions the sport official will need to collaborate with.

### **5. Performance Expectations:**

Specify any performance goals if appropriate for your sport, targets, or metrics that the women sport officials will be responsible for achieving. This provides clarity on what is expected in terms of performance and helps the sport official gauge if the role is an appropriate fit for them.

### **6. Sport Organisation Overview:**

Provide a brief overview of the sport, its mission, values, and gender culture. Highlight any unique aspects or benefits of being a woman sport official. This helps individuals understand the context in which the role exists in the sport organisations overall vision for sport officials.

### **7. Application Instructions:**

Clearly state how women should apply to be a sport official. Include any specific requirements, such as courses they have to undertake, diary of potential training courses, any physical/fitness requirements. Mention the deadline for applications and how individuals will be contacted for further steps.

### **8. Legal and Compliance Information:**

Include any necessary legal and compliance information related to the role of a sport official in your sport, such as security clearances, or background checks.

Remember to strike a balance between providing enough information to attract qualified candidates and keeping the role description concise and easily readable. A detailed role description sets the foundation for successful recruitment by ensuring that both the organisation and potential candidates have a clear understanding of the role and its requirements.



When writing role descriptors in the context of sports, it's important to provide clear and concise information that accurately describes the specific responsibilities and requirements of the role.

**1. Specify administrative tasks:**

If the role involves administrative duties, such as scheduling appointments, or event coordination, clearly outline these responsibilities. Specify any software or systems knowledge required for managing administrative tasks efficiently.

**2. Mention physical requirements:**

In certain sport roles, physical capabilities or fitness levels may be important. If physical requirements exist, such as stamina, agility, or strength, mention them in the role descriptor.

**3. Highlight teamwork and collaboration:**

Sports are inherently collaborative, so emphasise the importance of teamwork and collaboration within the role. Describe how the position of a sport officials interacts with other members of the sport organisation, athletes, coaches, and support staff.

**4. Provide details on scheduling and travel:**

If the role involves irregular hours, travel, or weekend commitments, clearly state those details. This helps candidates assess the time and availability requirements associated with the position.

**5. Convey the organisation's values and culture:**

Use the role descriptor to convey the organisation's values, culture, and expectations for conduct and professionalism within the sports environment. This can help potential sport officials determine if they align with the organisation's ethos.

**6. Use concise and accessible language:**

Avoid excessive jargon or technical terms that may not be widely understood. Use clear and accessible language that can be easily comprehended by a wide range of readers.

**7. Review and revise:**

Review the role descriptor to ensure accuracy, clarity, and consistency. Seek input from colleagues or stakeholders who have a good understanding of the position and make revisions as necessary.

By following these tips, you can create role descriptors that effectively communicate the specific responsibilities, requirements, and expectations of sports-related positions. This will assist in attracting qualified candidates who are well-suited for the roles within the sports organization or team.

**Top Tips**

1. Be sure the women sport officials know who they report to and those available to support them in general.
2. Explain the federation's structure and where sport officiating sits.
3. Ensure the individual is aware of the sport organisations, vision, mission, values and behaviours and how they are aligned with the role of the sport official.
4. Promote a schedule of courses with all the relevant information giving as much advanced notice as possible.
5. Be clear on the time commitments, travel and fees policy.



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