



Scottish Golf  
Women and Girls'  
Development Manager

Candidate Pack 2024/25

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# About Scottish Golf

Scottish Golf is the internationally-recognised governing body for amateur golf in Scotland. With more than 220,000 active golf club members and over 575 golf courses across Scotland, the organisation's work reaches the four corners of the nation to ensure golf is accessible, no matter your location. Our mission is to make golf 'Scotland's game for everyone', where we inspire a nation to embrace the sport in all its forms and contribute to a healthier Scotland.

To support this, Scottish Golf's strategic goals are:

- **Sustainable clubs prepared for the future:**  
A healthy, robust network of golf clubs and facilities supporting golf in Scotland
- **Growing the game, nurturing talent:**  
More golfers, from beginner to winner
- **Showcasing the game as a welcoming, accessible sport**  
Cultivating a culture of confidence and openness that is inclusive
- **Enterprising, responsible resources**  
Collective responsibility for the performance of our people and finance

Scottish Golf works to achieve these goals via the following functions:

- **Golf Operations**
- **Marketing and Communications**
- **Participation & Development**
- **Club Services & Governance**
- **Venue Management System / Digital Support**
- **Performance & Pathway**
- **National Events**

# Join us in our mission

## *Our Vision*

Making golf 'Scotland's Game for Everyone'.

## *Our Mission*

To inspire a nation to love golf in all its forms and contribute to a healthier, inclusive and aspirational Scotland.

## *Our Purpose*

To promote, develop and govern golf for all generations and without barriers.

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## *Organisational priorities*

- As a membership organisation, Scottish Golf is committed to the growth and sustainability of Scotland's golf clubs, in the firm belief that they underpin the delivery of the game and provide a robust foundation on which it can be developed.
- In recognition of the positive health and social impact of the sport, Scottish Golf is focused on key initiatives such as junior participation, women and girls participation, and an environmental drive to contribute to the government's net zero ambitions.
- Scottish Golf has ambitious targets to grow the women and girls' game, and sees partnership working, stakeholder engagement and collaboration as crucial to enabling the effective delivery of these aspirations.

# Role summary

This is an exciting and challenging opportunity for an innovative and driven Women and Girls' Development Manager with a collaborative mindset to maximise the opportunity for growth within the women and girls' game. They will need to understand the landscape and structures within the sport, the importance of influencing externally as well as being comfortable as the lead advocate within the organisation.

Female participation in golf clubs currently sits at 12% in Scotland, so the scale of the challenge - and the opportunity - is clear.

With focused investment, targeted engagement and dedicated resource, Scottish Golf has ambitious targets to improve female participation, instil culture change, modernise the game and create opportunities for female golfers of all ages and stages to reach their full potential.

Key factors will be:

- Increasing girls' participation at grassroots level.
- Creating programmes and initiatives across the player pathway.
- Supporting golf clubs to adopt a women and girls' focus through awareness raising and education.
- Improving perceptions of golf so women and girls see golf as a sport 'for people like them'.



# Key Principles

Scottish Golf believes unequivocally that everyone should enjoy equal access to golf, no matter their background, location or circumstance.

As protected characteristics, gender, ethnic background, disability or sexual orientation should never be a barrier to inclusion nor used as a means to exclude anyone from accessing the sport.

Scottish Golf's mission is that golf is Scotland's Game for Everyone, and we are assisted by a Charitable Trust that provides support where financial circumstances are prohibiting anyone from playing golf.

# Role detail

Scottish Golf's Women and Girls' Development Manager will develop and manage the implementation of a range of investments and programmes identified in our Women & Girls' Strategy, ultimately helping to grow the reach of our game with a female audience.

The role will span Scottish Golf's core teams and business areas, and member clubs across the country. There will be a specific focus on reaching new audiences and strengthening the girl's pathway throughout the game to create positive experiences for all players, coaches, volunteers and club leaders.

## Key Responsibilities

- Represent Scottish Golf on all Women & Girls' activity, programmes and initiatives.
- Execute the strategy, including initiatives that increase whole club engagement, profile in the game, and female club membership.
- Establish and manage Scottish Golf working groups, advisory bodies and consultation processes, ensuring alignment to the Women & Girls' strategy.
- Position Scottish Golf as a leader in Women & Girls' golf development.

## Developing the Game

- Work strategically to develop and lead a plan of initiatives and campaigns to increase female participation and club membership.
- Create resources and packages of support that foster a whole-club approach to the recruitment and retention of female golfers within the membership.
- Work collaboratively on targeted campaigns to break down barriers that prevent women and girls from engaging.
- Create and manage Women and Girls' development funds for member clubs, ensuring outputs are robustly measured.
- Work collaboratively to establish, develop and strengthen regional and Performance pathways.
- Work with Participation and Performance to implement and execute female player and coach development growth plans.
- Support Workforce Manager to develop and diversify Scottish Golf volunteer workforce.
- Enhance access to leadership and participation roles within the sport, ensuring delivery and mentoring opportunities within grassroots.

## *Role detail...contd*

### *Quality assurance of programmes*

- Monitor and report the impact of Scottish Golf's Women & Girls' strategy.
- Develop and implement inclusive club support programmes and policies.
- Foster collaboration with external bodies to conduct targeted research to enhance programmes support females.
- Manage budgets and ensure effective and efficient use of resource.

### *General Duties and Responsibilities*

To comply with all legislative requirements and company policies including but not limited to Health and Safety, Equality, Safeguarding and confidentiality.

The list of general responsibilities is not exhaustive and may be subject to review and change.

### *Miscellaneous*

This role requires significant travel around the country, often during evenings and weekends. As the post involves travelling, applicants must hold a full current driving licence.





## *Experience and Knowledge*

- Knowledge of Scottish Golf structures and a passion for the game.
- Demonstrable knowledge and understanding of female sport development.
- Ability to demonstrate an innovative approach to achieving impact.
- Proven track record of setting and achieving strategic goals.
- Strong understanding of golf club development needs.
- Experience of working with club leaders and committee volunteers.
- Experience of working in partnership with multiple stakeholders at different levels.

## *Key Competencies*

- Outstanding people skills, with a firm but diplomatic approach to influencing and persuasion.
- Ability to manage others to achieve strategic goals.
- Ability to build and maintain positive relationships while implementing and consolidating change.
- Demonstrable problem solving and decision-making skills with the ability to organise and deliver relevant support.
- Outstanding communication and presentation skills to effectively engage with a broad workforce and membership community.
- Excellent IT skills, experience of data analysis and report writing.
- A commitment to collaborative working.
- A commitment and enthusiasm for ensuring first-class delivery.
- A commitment to broadening the reach of the game.

# How to apply

This is a full-time, permanent role with a salary band of £35-40,000. In addition, a pension scheme and other benefits are available.

## Key Dates

Closing date for applications is **Sunday 16 Feb 2025 at midnight**. Interviews will take place in the week commencing **24 February 2025**.

Please note, this is a hybrid role with regular working required at golf clubs and facilities and in our offices, based in Rosyth, with some working from home also available. Therefore, frequent and regular travel is required.

Scottish Golf operates a hybrid working pattern, with no more than two days a week worked from home. If there is attendance at external meetings and events, these are counted as office days.

As well as generous pension and annual leave, Scottish Golf staff benefit from access to a Rewards Hub platform with exclusive discounts on apparel, tech, sports and leisure brands.

If you would like an informal discussion with the hiring manager, Fraser Crawford (Participation Manager, Scottish Golf) while you consider your application, please email [recruitment@scottishgolf.org](mailto:recruitment@scottishgolf.org) and we will arrange this.

To submit your application, please provide a current CV and covering letter.

Your covering letter is an important part of the application. Please outline how your skills and experience make you a good candidate for the role. You could also demonstrate your commitment to increasing female participation in sport and your understanding of the wider context and implications.

Please email both to [recruitment@scottishgolf.org](mailto:recruitment@scottishgolf.org).







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