

OTA
Operations and Administration
Section 8:
Staff Recruitment

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Good Candidates

The engine that drives youth athletic programming is the quality of instructors and coaches. Parents are very demanding customers. There are two realities that tend to be true when operating youth programs:

1. First Impressions Matter (Big Time)
2. You often only get one chance, if you screw up, you may never regain the confidence of your customer

Because these two things are more often true than not, it is so important to think about who will be representing the OTA Brand and on the front lines of working with your customers (kids, parents, school contacts, facility directors). You can't just plug in anyone, not only for safety reasons, but also for the risk of not being able to meet customer expectations (see OTA Bill of Rights)

The OTA Staff is comprised of all types of people. Young adults to retirees. Highly competitive and accomplished athletes to casual and novice players. Youth professionals to entry level instructors looking to gain experience. At the end of the day, they all need to be good with kids and comfortable talking to parents.

Good candidates possess at a minimum, the following qualities:

1. Punctuality
2. Politeness
3. Preparedness

Good candidates should also be patient, professional, and energetic. When screening and interviewing applicants, consider the role you are trying to fill – After School Instructor, Camp Counselor, Camp Director, League and Clinic Coach, etc. Make sure before bringing someone on to your team that you feel like you will be able to trust they can meet the job description of the role (or roles) you are looking for that candidate to fill.

Experience working with kids is always something to evaluate. Obviously, someone who teaches, coaches, tutors, works camps or community centers like Boys and Girls Clubs or YMCA's are individuals that you want to learn more about. With many of the young adults that show interest in the positions, their work experience may fall into less "professional scenarios" like babysitting or volunteering. Because we are an entry level opportunity for individuals looking to gain experience working in youth programming, these less professional experiences don't necessarily disqualify someone from getting an interview to learn more about their qualities and skill sets.

Review the following Job Description for an After School Program Instructor to understand the qualities OTA looks for and also to understand the work environment and job logistics we communicate to interested applicants. To be clear, recruitment implies "selling" and "pitching" the opportunity to interested people. Workforce is a primary NEED of operating a Franchise Territory.

Job Description: After School Program Coaches

Title: Instructor

Looking for dynamic instructor/coaches who have a passion for coaching kids! This position requires commitment to your classes and helping children learn the basics of the sport.

An OTA Instructor Must:

- Have experience working with kids
- Be comfortable working in an athletic setting
- Have some knowledge of sports
- Be available to work afternoons, generally between 2-5pm
- Have your own transportation
- Be punctual
- Be professional
- Be patient
- Implement high-energy and fun classes

Work Environment:

- This is a part-time position. Most instructors work 2-3 days per week.
- Each class is 1 hour long. You are required to arrive 15 min early and stay 15 minutes after class (or until every child has been dismissed).
- It is 1.5 hours of work per day you are scheduled.
- You will use your own transportation to drive to the schools; OTA does not reimburse for gas or mileage.
- There are mandatory trainings and staff meetings.

Job Logistics:

- There will be a lead instructor and support instructor at each class
- Each instructor is responsible for their issued equipment bags
- Classes are split into grades K-2 or grades 3-5
- Classes are usually between 10-20 kids
- Pay is \$20 hour

NOTES:

1. *The above Job Description is a sample. Territories will need to customize details like length of classes, availability requirements, and payrate.*
2. *There are NOT always two instructors at every program OTA operates.*

How to Recruit and Post Job Announcements

Staff Recruitment is the most essential part of our operating system. Without instructors, we obviously can't provide our service. We are interested in enthusiastic, organized, and professional applicants. Overtime Athletics looks for people to join our team who have experience working with kids first, and knowledge of sports second.

We want our staff to be a group of diverse people. We are interested in finding people with the flexibility to be involved during the after school programming hours.

Recruitment Strategies to Consider:

- Posting Flyers and Job Announcements at local "hot spot" bulletin boards
- Word of Mouth recruitment (especially existing staff referrals)
- On-line Postings

Flyer Posting Options

1. We define local "hot spots" as high traffic areas for candidates that fit our criteria.
2. "Hot Spots" can include grocery stores, fitness gyms, coffee shops, deli's, libraries, etc.
3. Seek out permission to post Job Announcement flyers for any owners or managers of these locations.

Word of Mouth (and social media)

1. As soon as you have hired one instructor, they are now in a position to assist you with recruitment. Don't be shy about asking for help or letting them know about your staff recruitment needs and goals
2. Facebook and other social media outlets are a fantastic way to "spread the word" about employment opportunities.

Online Job Posting

1. Go to www.craigslist.org / www.indeed.com (for example)
2. Investigate Fees for posting
3. Select which area you wish to post an announcement.
4. Follow instructions to post announcement.
5. Follow instructions for your specific area.
6. Use OTA's Job Announcement as your template. You will need to tailor the announcement to include any territory specific details, requirements, etc...based on your recruiting needs.

Campus Recruitment Strategies

Recruiting undergraduate and graduate college students makes a lot of sense. Over the course of Overtime Athletics history, this population has represented the largest number of our workforce. Our work situation appeals to their flexible schedules, financial goals, and interests (playing sports, coaching, and instructing youth players and participants). The first place to start when zeroing in on Staff Recruitment for a new territory are the local colleges, universities, and community colleges of a Franchise Territory.

College & University Posting

1. Search for local colleges & universities
 - Post flyers on campus at dining halls, student unions, dorms, etc.
2. Create an Excel spreadsheet of the college info & location
 - Website
 - School Contact Info
 - Address
3. Each college & university typically has a 'Career Development' or 'Employer' section.
4. Locate each school's system for "posting job announcements to current students".
5. Follow each college or universities procedure for creating an 'Employer' account.
6. Use OTA's Generic Job Announcement located on the Cloud under Job Announcement's as your template. You will need to tailor the announcement to include any territory specific details, requirements, etc....based on your recruitment needs.

IN FOCUS - Campus Recruitment Strategies:

Creating a faculty or administrative contact at College Campuses can go a long way to fill your workforce needs. There are certain contacts that have a built in pipeline to the type of candidates we are looking for. It's worth the effort to try and develop these networks. Here's how to go about doing it:

- Create contacts at the schools.
 - Go to the school website and look under the list of majors that would most closely apply to OTA.
 - PE, Sports Management, Early Childhood Education, Parks and Rec, Athletic Training, ect.
 - On the page for each major look for an advisor or head professor in the department and their contact information.
 - Send them an email introducing yourself and telling them about OTA and the opportunity for their students to get great experience.
 - Attach the job flyer to the message

Email Template:

Subject: Great Job Opportunity for Your Students

Hello [name],

My name is [Director's Name] and I am the Program Director for Overtime Athletics. We run afterschool youth sport programs in the area, and we are looking for new instructors. I think this is a great opportunity for your students to get experience working with kids, particularly those in [applied fields]. If you could pass this job posting along to your students or if it's easier to get me into contact with someone who could, that would be great!

Thank you,

- Go with contacting Advisors over professors when there is an option.
 - Talk to Advisors or Professors about classes like practicums and internships – you have to do some more work in terms of paperwork for employees, but it's a great pipeline to attract instructors.
 - Other Contacts to investigate:
 - ❖ Career Services/Development
 - ❖ Student Development
 - ❖ Student Support Services
 - ❖ Athletic Department – Teams/Coaches
- College Facebook Posting
 - Career Development or Employer Online Job Posting

Online Job Announcement Sample – Be sure to customize for your Territory

JOB ANNOUNCEMENT

*****PLAY SPORTS WITH KIDS!!*****

Want to make \$20/hr?

Overtime Athletics, the leading provider in youth athletic programming, is currently looking for individuals who like to have FUN playing sports with kids!

All you need is:

- A few afternoons available during the weekdays (M-F 2pm-5pm)
- Your own personal form of transportation
- Experience with athletics and kids a plus!

If you want to have FUN and make great MONEY, contact Overtime Athletics today!

www.otathletics.com

Flyer Job Announcement Sample – Be sure to customize for your Territory



703-437-1200

www.otathletics.com

Need a Part Time JOB? Play Sports With Kids!!

- **\$20/hr**
 - **Available any/all afternoons (Flexible Schedules)**
 - **Monday - Friday**
 - **Looking for energetic, punctual, and responsible individuals comfortable instructing elementary school students in a sports and games setting**
 - **Experience coaching and working with kids a plus**
 - **Reliable transportation required**
 - **Looking for Youth Athletic Instructors in:**
 - **Fairfax County**
 - **Loudon County**
- For more information E-mail us TODAY!!**

@

Mike@otathletics.com

www.otathletics.com

703-437-1200

Recruitment Options – From OTA U

Overtime Franchisee: Pre-Training Exercise – Recruitment Options Spreadsheet

*Understanding the workforce pool available to service your territory is a centerpiece for launching successfully. We describe our “meat and potatoes” instructor as an individual, often young adult, who is in an academic situation (Undergraduate or Graduate – College, University, or Community College Student). This demographic fits our needs in terms of flexible schedules and our Instructor Position generally fits their needs financially (meaning part time income to help subsidize their current lifestyle).

There are also non-academic “spots” to recruit from in every territory. The second tab of the Recruitment Options Spreadsheet should be used to locate the details surrounding these types of organizations.

**To get a sense of the options available in your territory to recruit instructors from, you will want to begin to complete the “Recruitment Options Spreadsheet”

1. Investigate and Fill In:

- Tab 1 –
 - College/University
 - Town
 - Address
 - Online Job Posting Notes
 - Online Job Posting Link
 - School Sports Teams/Club Options
 - Fraternity and Sorority Options
 - Where to Post Flyer on Campus
 - Notes (Rules and Restrictions for Posting Flyers on Campus)
 - IHT Options and Locations (Campus)

- Tab 2 –
 - Recruitment Site (non-academic)
 - Town
 - Address
 - Online Job Posting Notes
 - Online Job Posting Link
 - Where to Post Flyers at Location
 - IHT Options and Locations (Town, Address, Notes)

Target Recruitment – From OTA U

Overtime Franchisee: Pre-Training Exercise – Target Recruitment Spreadsheet

*Location, Location, Location. A phrase so commonly used to emphasize business strategy. For Overtime Athletics it applies in a different way. Getting to know your territory and understanding the factors in scheduling instructors is so important for effective service. Distances, traffic, habits, etc. are all things to become familiar with when determining best practices for staffing programs/classes.

**The “Target Recruitment Spreadsheet” is designed to become familiar with what staffing pools are closest to what partners (elementary schools). Understanding (in terms of the “meat and potatoes” instructor) what partner a student from a particular college, community college, or university would most likely work at will position your decision making AND recruitment priorities for best practices.

1. Investigate and Fill In:

- Spreadsheet –
 - School/Partner
 - County
 - Community College/College/University (Distance in Miles to School/Partner)