
JOB DESCRIPTION



POSTION **ATHLETE RECRUITMENT COORDINATOR**

DESCRIPTION The Athlete Recruitment Coordinator is responsible for recruiting athletes so that all interested persons with mental disabilities have the opportunity to participate in Special Olympics Virginia (SOVA).

RESPONSIBILITIES

1. Serve as the head recruiter for the Area.
2. Form a committee of 4 – 12 people to help with recruitment and retention projects.
3. Educate council members and other key volunteers about the registration process.
4. Develop an annual recruitment plan to increase the number of active athletes.
 - Assess the Area’s current athlete population.
 - Identify potential sources of athletes in the community (schools, group homes, sheltered workshops, therapeutic recreation programs, etc.).
 - Develop a detailed plan to recruit a segment of the un-served population.
 - Implement the plan and measure results.
5. Request that SOVA mail Athlete Enrollment Packets to potential participants as needed
6. Work with the Medical Chair, Local Coordinators, Public Relations Chair and coaches to insure that all registered athletes know about local training opportunities.
7. Call inactive athletes to learn why they are not participating and to try to get them involved in the program.
8. Follow-up with new athletes to insure that they are participating.
9. Attend Area Council meetings and report on Athlete Recruitment Activities.

**MEASURES OF SUCCESS IN FULLFILLING THE
ATHLETE RECRUITMENT COORDINATOR POSITION**

1. The Area establishes an annual athlete recruitment goal and succeeds in reaching the goal.
2. The Area has maximum participation from its registered athletes.
3. The Area has a process to insure that new athletes get involved in the program and that current athletes stay involved in the program.