

Coach Recruitment Tips

Recruitment tip 1: Be proactive – not reactive

Always be recruiting. You should constantly be on the lookout for potential coaches. Don't wait until your Thursday 4pm coach gives you their notice, plan for the future. Always have more coaches waiting - even if there is no programme for them to coach. They can sub into sessions when your normal coach is away; and they can pair or team coach with other coaches so they are always involved and learning.

Recruitment tip 2: Spread your recruitment net wide

The obvious people to approach are already within your facility who love and enjoy your club activities regularly. Make sure you also hunt beyond your facility for new blood. Different people from complimentary backgrounds can bring a spark or a different profile to your club. Some of the tried and tested places include: physical education schools, universities and other sports teams.

Recruitment tip 3: Use marketing materials

Put 'a future in coaching' up in lights using your available resources: posters, email, video testimonials, website and social media advertisements. Inspire people with a compelling proposition to help others fall in love with squash. Build the message, send the message and they will come.

Recruitment tip 4: Run recruitment seminars

To save time and have a powerful experience, run recruitment seminars once or twice a year or prior to a programme launch. Hosting a seminar on an evening or weekend to attract and meet lots of volunteers at once is not only cost and time effective, but offers a fun recruitment experience in a professional way.

Recruitment tip 5: Select the right person

Passion and availability are two key ingredients. But you will need more than just this. Some other questions to ask:

- Personality and presence
 - Is the person outgoing, welcoming and fun?
 - Does the person have enough charisma to capture attention?
 - Do they inspire and empower the people on the court?
- Motivations
 - Do they love squash and care about helping other people?
 - Do they want to positively improve the lives of others?
- Ability
 - Do they associate with the people who are doing the programme(s)?
 - Can they communicate and connect with the players?
 - Are they able to meet the player's needs?

Marketing Materials

Recruitment Poster (example)

JOIN OUR SQUASH COACHING TEAM
HELP OUR MEMBERS, TRY, PLAY AND LOVE SQUASH

If you have passion for improving and love helping others...
If you've thought about coaching, but were afraid...
We can provide you ALL THE TOOLS you need to succeed...
No experience necessary – just a passion for squash!
Get in touch TODAY!



NAME	EMAIL	PHONE	TIMES AVAILABLE TO COACH

Email (template)

1,400 and growing. That's the number of individuals who have been upskilled and supported to coach squash players throughout New Zealand. We are all passionate, positive, healthy, sports people who simply love helping others. We're committed to providing the best possible experiences for our members... and we need your help. We need like-minded people who are hungry to achieve something special and who know how to have a great time.



So why become a squash coach?

As a squash coach you can inspire people to reach their goals and fall in love with squash. As part of our huge network of talented and inspiring squash coaches you'll have many opportunities to develop and be the very best you can be. We're not interested in creating robots that all do and say the same things. We want people who think for themselves and have a deep desire to help other people succeed. Every coach brings different skills and experiences, but shares the same commitment to learning, improving and delivering the best possible support for the players in their community.

We're thrilled that you're considering coming on board and hope you can join us.