



THE FOOTBALL ASSOCIATION – DRAFT ROLE PROFILE

Job Title:	FAL Business Manager	Reports To:	Head of FA Learning	Grade:	
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Job Purpose:

- Following the development of the New Era for FA Learning paper the principle role of this post is to lead the implementation of the FA Learning Business Plan and develop new business opportunities and the systems to underpin the department's work. The specific focus will be to oversee the development of all technological developments research and online projects besides leading the resource development strategy for educational and commercial materials. This role will also work closely with our commercial team to identify new revenue streams and products for FAL and develop business proposals for these building up to the NFC business plan

Jobs Reporting Into The Job Holder:	Online Project Manager / Online Manager
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Key Accountabilities:

- To develop a resource development strategy for FAL which is aligned to the business plan
- To develop a business development plan for commercial DVDs/books
- To promote, launch and maximise use of new animation and match analysis tools for coaches
- To manage the relationship with the Loughborough Resource production staff and oversee all FAL and coaching projects
- Ensure that all resources are designed and developed to be accessible and appropriate for the needs of a diverse community (e.g. disabled people, adults with low literacy levels)
- To lead the sourcing of material for resources through UEFA/FIFA and FA Production companies and negotiate minimum costs
- To work with the Commercial team to identify new business streams and FAL products taking the lead in writing business proposals and undertaking necessary research
- To design and implement all FAL research to support business objectives
- To oversee the development and implementation of all business systems for FAL
- To support and help communicate the development and integration of the EMS and to ensure implementation of the online course platform and transfer of online courses
- To recommend and oversee all new online course development, course updates and modernisation and manage the day to day servicing of the online courses
- To contribute to the development of the NFC business plan for FAL highlighting areas of potential new business

Enhanced CRB Check Required:	NO
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Key Internal Relationships	Key External Relationships
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| <ul style="list-style-type: none"> • Head of IT and staff • Resource Development Manager, Loughborough PAU • Head of FAL, Senior FAL and Tutor Training Manager and Admin Manager • FAL Forum • FAL Marketing Manager and Commercial team | <ul style="list-style-type: none"> • FAL Partner • Appointed web development and online/IT companies • Prozone • Loughborough unit • FA Production agency / UEFA / FIFA |
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WHAT IS NEEDED TO CARRY OUT THE ROLE?

Person Specification (Key Skills And Experience Required): Essential	Person Specification (Key Skills And Experience Required): Desirable
<ul style="list-style-type: none"> • Development of educational materials • Experience of equality requirements for development of printed and online materials • Experience of web based systems and projects • Project Management experience • Track record in leading commercial projects • Personal commitment to learning and professional development • Understanding of football and educational market • Track record of achieving business objectives through robust business systems • Production of revenue generating, well researched business plans 	<ul style="list-style-type: none"> • Development of educational materials online • Commercial / licensing / brand development experience • Design and implementation of research projects • Sound knowledge and demonstrable understanding of technology platforms
Behaviours level required:	Level required:
<ul style="list-style-type: none"> • Delivery • Teamwork • Customer Excellence • Communicating • Developing Self and Others • Leadership • Problem Solving 	<ul style="list-style-type: none"> • 3: Removes barriers to continuous improvement • 3: Develops team working across boundaries • 3: Anticipates customers' needs • 3: Uses different influencing and communication strategies • 3: Coaches and provides development opportunities • 3: Demands high performance and success • 3: Resolves complex issues
Author:	Signed by Job Holder:
Date:	Date:

If you wish to apply for this role then please send your CV, covering letter and current salary details to jobs@thefa.com clearly indicating in the 'subject' field the name of the you are applying for. Closing date for applications is the 4th of September 2009.