

FA WSL General Manager: Key Responsibilities

Background and Purpose

The General/Business Development Manager role is focused on:

- The commercial development and professional day-to-day management of the FA WSL club, its paid and unpaid staff and budgets;
- The management of relationships and services provided to the club by key partners e.g. men's football clubs/education partners.
- The Club Development Fund contributes £12,500 per annum to FA WSL1 clubs and £5,000 for FA WSL2 clubs to pay for this role.
- All clubs are required to match-fund the amount awarded so that clubs create meaningful, paid, professional roles, which will be key to raising club standards and meeting licence requirements. The Match Promotion/Marketing Officer and any Club Secretary should report to, and work closely with the General Manager.
- It is accepted that clubs will have different staffing structures and a combination of paid and unpaid roles within them.
- There will be sufficient flexibility within the role to allow for this, provided that the role always delivers a minimum number of hours (see below for FA WSL1 and FA WSL2) and delivers the key tasks listed.
- The work pattern for the role will require flexible working to reflect the peaks and troughs of the annual workload with a concentrated season which runs for circa six months each year, with a mid-season break.
- As part of the licensing and Club Development Fund application process, The FA is required to review the General Manager candidates and the final appointment. Standard form template job /person specifications and contracts will be provided for clubs to use should they prefer.
- For the avoidance of doubt, players are not suitable for this role.

FA WSL1 and FA WSL2: Differences in Role

- FA WSL1 clubs are required to separate the General Management and Match Promotion Marketing Officer roles and their relevant funding. Key responsibilities for the FA WSL1 General Manager are listed below.
- FA WSL2 clubs can combine the General Management and Match Promotion Marketing Officer role and the associated FA funding, provided always that match-funding requirements are met and the candidate has the necessary qualifications and/or experience for the role(s).
- FA WSL2 Club Development Funding for the General Management role is £5,000, which must be match funded with £5,000, and £5,000 is provided for the Match Day Promotion Role. We recommend that FA WSL2 clubs combine this to create a more substantial paid position of £15,000 per annum.

For such an integrated role FA WSL2 clubs should include the key responsibilities listed below and those listed in the section headed 'Additional Marketing Responsibilities for FA WSL2 Integrated Role'.

Key Responsibilities

- The General Manager should be The FA's primary contact for all league business and meetings, in particular: commercial, finance, broadcast, facility and fixture related issues.

- Development of relationships, with key funding partners to ensure club sustainability: working with other members of the club senior management team and directors to achieve this against the club business/development plan from 2014 – 2018.
- Attendance at all FA WSL league meetings.
- Responsibility for fixture planning and subsequent management (through club secretary if relevant) to deliver against clubs plan for fixtures and events, marketing, match-day promotion.
- Management of all staff relationships to ensure effective recruitment, day-to-day management and delivery of all work plans to agreed targets, in particular marketing/match day promotion and attendance targets.
- Supporting the coaching /senior management team on player recruitment, contracting, registration and associated salary management (through club secretary if relevant).
- Salary cap management.
- Day-to-day club budget management.
- Management of relationship with facility provider against annual availability, usage and maintenance plan.
- Responsibility for meeting club licence requirements.
- Reporting against Club Development Fund and presenting evidence required to release funding: meeting budget/match funding requirement, and annual reporting, through club treasurer and finance office.

Additional Marketing Responsibilities for FA WSL2 Integrated Role

- Working with The FA to ensure national marketing plan is carried through to local activation, including regular meetings at The FA office at Wembley Stadium.
- Direct responsibility for increasing attendances to meet agreed targets, raising profile and awareness of the league and players.
- Responsible for the co-ordination of player appearances for media purposes and sponsor activity.
- Be the brand guardian for the club – overseeing the use of brand and monitoring consistency.

Person Specification

- At least five years experience in a general business/management role and ideally within a sports club/ development environment.
- Experience of third party funding/staff management (paid and unpaid).
- Experience of commercial/business management, ideally within a semi-professional sports related environment.
- Able to work autonomously and on own initiative.
- Ability to work some anti-social hours – being available for all home games which are played evenings or weekends.
- Good time management, organisational skills and ability to work to strict deadlines.

Minimum Salary / Hours

FA WSL1: a match-funded role paid a minimum of £25,000, ideally working full-time.

FA WSL2: a match-funded role paid a minimum of £15,000, ideally working in an integrated General Manager/Marketing role, for a minimum of 24 hours per week.