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LIVERPOOL COUNTY FA

RECRUITMENT PACK

BUSINESS DEVELOPMENT MANAGER

****ABOUT

LIVERPOOL COUNTY FA

Liverpool County FA is one of the most prestigious County FAs in the country, serving in excess of 55,000 players and 500 clubs and 3,500 teams.

As the governing body of the game across Merseyside, Liverpool County FA is responsible for setting high standards and values throughout the game at every level.

Liverpool County FA is responsible for providing the structure and support that enables players, coaches, volunteers and referees from across Merseyside to develop and enjoy the beautiful game.

Our utmost priority is that every participant is given the opportunity to develop in a progressive and enjoyable football environment. By promoting ‘Football for All’ we encourage participation across all sections of society, regardless of age, ability, disability, gender, sexual orientation, race, religion or socio-economic status.

ABOUT THE ROLE

We are seeking to recruit an inspiring, dynamic and motivated individual as our new Business Development Manager to help drive our business forwards.

This is a crucial role for Liverpool County FA and the wider grassroots game locally and so we are looking for a highly skilled, knowledgeable and qualified candidate who can contribute to the delivery of The Association’s Business Strategy and continue the ongoing development at LCFA Sefton CIC – a subsidiary of Liverpool County FA.

This is an incredibly exciting opportunity and a fantastic time to join our team as we continue to transform our organisation and focus on creating football opportunities for all.

Please use the following link to hear about our 2021-24 Business Strategy: <https://www.liverpoolfa.com/about/strategy>

**What can we offer you?**

* **A salary of £30 - £32k p/annum plus benefits, dependent on experience.**
* **A commitment to continuous personal development**
* **An exciting opportunity to join a passionate and forward-thinking governing body.**
* **A rare and unique opportunity to work with key stakeholders across the grassroots and professional game.**

****HOW TO APPLY

The post is advertised on a Full Time basis (35 hours p/week). Please note, the role will include occasional evening and weekend work.

The successful candidate will be based between:

**Liverpool County FA Head Office**

Drummond Road, Thornton, Crosby, L23 9YP

The closing date for applications is **5pm on Friday 3rd February.**

Interviews are scheduled to take place on the following date(s):

Interview Date: Monday 13th February 2023

For more information about the role please visit the Liverpool County FA website to [www.liverpoolfa.com](http://www.liverpoolfa.com)

If you would like to discuss the role, please contact:

Tony Smith, CEO on 07717862893 or email [Anthony.Smith@liverpoolfa.com](mailto:Anthony.Smith@liverpoolfa.com)

To apply for the job please submit a CV and a covering letter explaining your suitability, experience and expertise against each of the key areas listed in the full job description.

Once complete, please email your CV and covering letter (inclusive of two references) with subject heading ‘**Private & Confidential – Business Development Manager Job Application**’, to [Anthony.Smith@liverpoolfa.com](mailto:Anthony.Smith@liverpoolfa.com)

*The County FA is committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and information provided.*

*Liverpool FA is committed to achieving equality and fairness in employment and service delivery and we welcome applications from all sections of the community.*

****JOB DESCRIPTION &

PERSON SPECIFICATION

Job Title: **BUSINESS DEVELOPMENT MANAGER**

Reports To: **CEO**

Job Purpose(s):

* To research, identify, develop and implement commercial, business and project opportunities for Liverpool FA and LCFA Sefton.
* Manage the effectiveness and efficiency of internal operational processes.
* To develop and lead LCFA’s marketing and communication strategy.
* Support with the planning, organisation and delivery of LCFA events across all aspects of the business.
* To effectively manage the Customer Excellence provision across LCFA.
* To support the adoption of FA technology systems across grassroots football.
* To comply with FA rules, regulations, policies, procedures and guidance that are in place.
* To contribute to the effective implementation of The FA’s Safeguarding Operating Standard for County FAs

Responsibilities:

* Develop opportunities for investment and sponsorship with local and national partners.
* Identify and execute opportunities for LCFA to diversify and maximise its income streams.
* Actively seek ways in which LCFA can improve business efficiency through the implementation of effective processes and procedures both internally and externally.
* Establish positive relationships with local and national organisations to benefit LCFA.
* Support the effective running of the LCFA Sefton site, supporting with potential opportunities for growth and the maximising of bookings with local and national partners.
* Develop and lead LCFA’s marketing and communication strategy to maximise impact and reach across all areas of the County.
* Plan and oversee the implementation of new marketing and communication initiatives.
* Liaise with LCFA staff to maximise impact across social channels following the delivery of projects and events.
* Support with the effective planning, organisation and delivery of LCFA events including Equality, Diversity and Inclusion initiatives.
* Establish a culture of customer excellence across the business.
* Provide excellent customer service to LCFA grassroots stakeholders and partners.
* Provide support to the Chief Executive Officer in achieving Liverpool County FA’s Business Strategy, including reviewing performance against the strategic objectives.
* Support the Chief Executive Officer to identify and implement new technology and digital solutions to drive effective and efficiency across the business, as well as improved customer excellence.
* Provide business support to the LCFA Board and CEO to ensure the timely and efficient discharging of their duties
* Support the Senior Leadership Team to understand the ‘Growth Valued Added’ across FA, Liverpool County FA and Partner programmes and initiatives; demonstrating value for money.
* Support the effective management of the Health & Safety provision of LCFA Sefton HQ.
* Contribute to ensuring that safeguarding and equality are embedded throughout LCFA and grassroots football.
* Execute tasks as required to meet LCFA changing priorities

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Qualifications:

**Essential**

Educated to Degree Level or equivalent.

**Desirable**

A qualification in business management

*(If you do not have the formal qualifications specified but can demonstrate skills or experience of an equivalent standard, we would be interested in your application)*

Skills:

**Essential**

* Ability to work confidentially and productively with a high level of tact, diplomacy and flexibility.
* Excellent IT skills, including the use of Microsoft Office applications such as PowerBi.
* Ability to work independently and as part of a team.
* Excellent time management and prioritisation skills.
* Excellent problem-solving and decision- making skills.
* Outstanding communication and presentation skills.
* Exceptional customer service.
* Budget management skills.
* Strong data analysis, and reporting skills.
* Influencing skills to champion change.

**Desirable**

* Experience of marketing and communications.
* Experience of events management.
* Experience in the creation of commercial partnerships.

Experience of managing health & safety.

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Knowledge & Experience:

**Essential**

* Practical experience of technology and data systems/platforms.
* Experience of analysing and interpreting complete and incomplete data to inform decisions.
* Experience of project management and utilising appropriate software e.g. Smartsheet
* Experience of utilising mapping programmes to support strategic and logistical planning.
* Demonstrate a working knowledge of inclusion, equality, anti–discrimination and safeguarding
* Knowledge of the structure and partner. organisations within football, nationally and within the County FA locality

**Desirable**

* Knowledge of The FA’s National Game Strategy,
* Knowledge and understanding of working with volunteers.
* Knowledge of local grassroots football governance and regulation.

**Enhanced DBS Check required? Yes**

**Clean, full driving license required? Yes**

**Check required on Companies N/A**

**House disqualified Directors’**

**register?**

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PERSON SPECIFICATION

The successful applicant will be expected to work in accordance with the values and behaviours of Liverpool County FA at all time.

**Liverpool County FA Values & Behaviours**

**TEAMWORK**

WE WILL WORK TOGETHER WITH ALL OF OUR FOOTBLL COMMUNITY TO PROVIDE FOOTBALL FOR ALL

**PASSIONATE**

WE WILL UPHOLD THE ARDENT LOVE OF FOOTBALL WITHIN MERSEYSIDE AND ENSURE IT IS CELEBRATED

**INTEGRITY**

WE WILL PROVIDE A HIGH-QUALITY SERVICE THAT SERVES OUR FOOTBALL COMMUNITY

**INCLUSIVITY**

WE ARE COMMITTED TO PROMOTING EQUALITY BY TREATING PEOPLE FAIRLY AND WITH RESPECT

Job Description authorised by: TONY SMITH - CEO

Date Job Description authorised: 16/01//2023

Signed by job holder

(on appointment) ……………………………………………………………………

Date signed: