



**#LET
GiRLS
PLAY**

Equal Game Ambassador

Women & Girls Football

Overview

One of The FA's 'game-changer' objectives from the 2020-24 Grassroots Football Strategy is to ensure that girls have equal access to football, in both schools and clubs. The 2022/23 season will see the recruitment of a team of Equal Game Ambassadors to provide England Football Accredited football clubs with off-field support in creating, maintaining and developing their female offer to ensure there are inclusive, safe and accessible opportunities available for all girls.

These roles will be aligned to the introduction of the new 'Equal Game' training programme which is designed to upskill club volunteers to be motivated, knowledgeable, confident, and capable to develop more club-based opportunities for women and girls to play, coach, volunteer and/or spectate.

'The key objective of the ambassador role is to support grassroots football clubs to apply their learnings from the Equal Game Training and build their own Equal Game Action Plan, creating more accessible opportunities for women and girls.'

To do this we will recruit a diverse workforce of people from across the grassroots football landscape, looking to those that have already had success in putting in place opportunities for female players within their own grassroots clubs or those who have experience in creating female friendly sport environments.

The following principles of support have been designed to give structure to the Equal Game Ambassador role. These principles of support are:

- **BESPOKE** – Support to match the needs and wants of each individual club.
- **CONNECTED** – The recognition that the most sustainable activity is one that is connected throughout the club.
- **PERSONAL**- Built on relationships and trust.
- **CREATIVE** – Curious in finding new and appropriate ways of empowering, engaging, and inspiring clubs to develop their female opportunities and pathways.

The Ambassador roles will be deployed across the County FA network to best support the objectives at a local level. Each role will be offered on a part time basis directly supervised by the recruiting County Football Association. Each Ambassador will be contracted to provide 50 hours of support to clubs during the 2022/23 season.

Role Profile

Key Responsibilities:

- Work with County FA Leads to collaboratively deliver the local 'Equal Game' Training
- Work with England Football Accredited clubs following their completion of the 'Equal Game Training' to support in the creation of a bespoke female football game plan. This outlines new club-based opportunities for female players which may include new playing provisions, coaching development, volunteering roles, and creating safe environments.
- Support with engagement at every level of the club to maximise and sustain these opportunities for female players.
- Signpost and help clubs access relevant support including funding and coach development opportunities via the County FA, and FA Women & Girls Coach Development network.
- Support clubs to build and sustain relationships with relevant local partners such as charitable organisations, educational establishments, alongside other key partners to promote the new opportunities.
- Collaborate with County FA staff, national FA staff, FA Women & Girls Coach Mentors, FA Women & Girls Community Champions, external partners, and wider members of the grassroots delivery team workforce.
- Maintain records of the support being provided to grassroots clubs with the aim of providing clarity on work programmes, development opportunities and sharing of good practice.

Person Specification

	Essential	Desirable
Experience	Can demonstrate a history of success in developing female grassroots football opportunities and/or an experienced sports development professional.	Experience of volunteering within a grassroots football club as a Committee Member.
	Experience of facilitating and engaging with volunteers.	Experience of mentoring others.
	Experience of engaging with external partners and stakeholders.	Experience of accessing external funding.
Knowledge, skills and behaviours	Ability to build trust and develop effective working relationships within England Football Accredited Clubs.	Knowledge of The FA's strategy for Women & Girls Football; Inspiring Positive Change.
	Ability to deliver practical support sessions to a range of club Volunteers.	
	Understanding of how an England Football Accredited Club operates.	Knowledge of the England Football Accreditation Framework and the existing support and resources available to Accredited Clubs.
	An advocate for female football with an understanding of the	

	challenges and barriers that both players and volunteers can face.	
	Commitment to attend additional training provided as part of this programme.	
	Flexible in approach with willingness to work evenings and weekends, as well as travel across the County.	
	IT proficient- confident with setting up and actively taking part in online meetings.	

Available Roles

County FA	Roles	County FA	Roles
Amateur Football Alliance	1	Leicestershire & Rutland	1
Army	0	Lincolnshire	1
Bedfordshire	1	Liverpool	1
Berks & Bucks	2	London	2
Birmingham	2	Manchester	1
Cambridgeshire	1	Middlesex	1
Cheshire	2	Norfolk	1
Cornwall	1	North Riding	1
Cumberland	1	Northamptonshire	1
Derbyshire	1	Northumberland	1
Devon	1	Nottinghamshire	1
Dorset	1	Oxfordshire	1
Durham	1	Royal Air Force	0
East Riding	1	Royal Navy	0
Essex	2	Sheffield and Hallamshire	1
Gloucestershire	1	Shropshire	1
Guernsey	1	Somerset	1
Hampshire	2	Staffordshire	1
Herefordshire	1	Suffolk	1
Hertfordshire	1	Surrey	2
Huntingdonshire	1	Sussex	1
Isle of Man	1	Westmorland	1
Jersey	1	West Riding	2
Kent	2	Wiltshire	1
Lancashire	2	Worcestershire	1

Application Process

- CFA to adopt template Contract and Job Description/Person Specification (as needed)
- CFA to advertise, recruit and induct according to own processes for casual staff.
- CFA Lead and Ambassador to attend 'Train the Trainer' course.
- CFA to log and distribute payment according to Ambassador's deployment hours.

Timeline (Draft)

22 nd September 2022	Introduction to Female Game Club Ambassadors CFA W&G Meeting
October 2022	Recruitment to commence inc. any CFA bespoke inductions/training
November 2022	Female Club Ambassadors to attend 'Train the Trainer' course as part of the 'Equal Game' training programme alongside CFA Leads. Tuesday 29th November @ West Riding FA Wednesday 30th November @ Leicestershire FA Tuesday 6th December @ Berks & Bucks FA
December 2022	Deployment of Ambassadors in to selected clubs
January 2023	The FA to distribute Payment 1 to CFA as per number of 50 hour contracts
March 2023	CFA & Ambassadors Check-Ins, M&E, Payment 2
July 2023	M&E