



Job Description and Person Specification

Job title	Participation and Workforce Lead
Reports to	Head of Delivery

Job purpose(s)

- To support delivery of The FA National Game Strategy and the Staffordshire FA Business Strategy.
- Lead the Football Participation & Football Workforce Teams, providing effective management of all support services, maintaining high standards across all areas.
- Provide direction, instruction and guidance to the Football Participation & Football Workforce Teams to meet the objectives of the Staffordshire FA Business Plan.
- Oversee the delivery of key KPI's including Players, Coaching, Refereeing, England Accreditation, Freshdesk, Customer Satisfaction, Safeguarding and Respect
- To develop and deliver the Staffordshire FA Coach, Volunteering, Club and Youth Engagement Strategies in order to meet the needs of grassroots football.
- To create a culture of coaching excellence through the provision of high-quality coach development opportunities, with a focus on BAME and female coaches.
- To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.
- 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 from time to time.

Direct reports	Football Workforce Officer, Equality Officer, Football Participation Officer
-----------------------	--

Location	Staffordshire Football Association, Dyson Court, Staffordshire Technology Park, Beaconside, Stafford, ST18 0LQ. Homeworking is permitted and travel to locations across the County will be required.
Working hours	36.5 hours per week including evening and weekend work.
Contract type	Permanent

Responsibilities

Participation & Workforce Lead

- Deliver a performance management framework for the Football Participation & Football Workforce staff including PDR's.
- Lead the delivery of key KPIs in conjunction with the Head of Delivery and Senior Leadership team
- Ensure appropriate staffing levels are in place within the Football Participation & Football Workforce Team on a daily basis, managing staff hours, timesheets, holiday requests and expenses. Liaise with other senior staff regarding staffing requirements
- Encourage and inspire all team members including communicating business values and team goals in line with the Staffordshire FA Business Plan. Support all staff with their daily operational tasks, providing relevant, effective feedback and guidance.
- Lead the Football Participation & Football Workforce Committees in conjunction with the Committee Chairperson. Oversee working/focus groups as required and establish relevant meeting dates. Maintain accurate record of meetings.



- Maintain clear lines of communication across the Leadership team to ensure collaborative working with all team members. Ensure the Leadership Team work collectively to manage a positive office environment to impact the delivery of the Business Plan
- Support the Senior Leadership Team to deliver the SFA Business Plan and annual Operational Plan to meet FA and County FA targets
- Work to operational deadlines, ensuring all staff meet agreed targets. Provide regular reports to the Senior Leadership Team.
- Provide the highest level of customer excellence and support volunteers using FA Technology systems (FA Events, Whole Game System, Matchday app and Full-Time).
- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within coach education programme.
- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Listen to and consult with under-18 coaches on their experiences of grassroots football as part of the Staffordshire FA youth engagement strategy.
- Utilise the feedback from under-18 coaches and adults at risk to enhance the experience and fun and safety in grassroots football.

Coach & Club Development

- Deliver the Staffordshire FA coach development programme, including CPD, coach mentoring, and liaising with key partners to support the needs of the game.
- Lead the Staffordshire FA coaching steering group to identify and address gaps in coaching provision and monitor the coaching workforce needs and trends.
- Recruit, retain and develop coaches through The FA qualification framework and local CPD opportunities, with a focus on BAME and female coaches.
- Work with clubs, leagues, partner organisations and project to enhance the quality and quantity of coaches through their own development programmes
- identify sources of funding that will be of benefit to coaches and provide advice and guidance to applicants.
- Analyse, and use data and insight, to design and develop local solutions that meet coaches' needs across all football pathways and meet coaching targets.
- Align leagues and clubs' ambitions with the National Game Strategy through support services, initiatives and programmes including National League System Clubs.
- Increase the number of England Accredited clubs and deliver a programme of services to clubs and leagues. Ensure the England Accredited club and league renewal process is administered and ensure safeguarding requirements are met.
- Work with clubs to establish sustainable club development and business plans
- Support, service and encourage inclusive leagues and clubs with complete player pathways through local collaboration and sharing of resources and knowledge to meet the needs of all players.
- Ensure clubs have appropriate legal structures and undertake the FA Club Diagnostic Analysis
- Work with clubs to gain investment for club development (Revenue) and facility improvements (Capital). Ensure clubs can be Investment Ready.
- Promote positive behaviour in youth football and address aggressive side-line behaviour.
- Ensure leagues fully comply with relevant Standard Code of Rules (adult and youth) prior to sanctioning.
- Implement The FA Respect 'We Only Do Positive' campaigns and activations that support the environment and improve participant and spectator behaviour.

General

- Oversee the delivery of the Staffordshire FA Volunteer and Youth Engagement Strategies
- Ensure that grassroots football is inclusive, diverse and reflective of local communities.



- Risk-assess all Staffordshire FA events and activity for under-18s and where the Staffordshire FA directly deploys under-18 coaches to ensure that appropriate safeguards are in place.
- Contribute to ensuring that safeguarding and equality are embedded throughout the Staffordshire FA and grassroots football.
- Execute tasks as required to meet the Staffordshire FA changing priorities.

Person specification

Qualifications

Essential

- Two years sports development experience.
- Educated to A Level or equivalent.

Desirable

- Management/Leadership experience.
- Management/Leadership qualification
- FA coaching qualification (minimum FA Level 1)
- FA Refereeing qualification

Skills

Essential

- Strategic thinking and planning skills.
- Self-motivated with excellent leadership skills and ability to build trust-based relationships.
- Excellent internal and external stakeholder relations and customer service skills.
- Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.
- Project management skills and experience – to plan, set and achieve objectives to deadlines.
- Ability to coach, develop and manage the performance of staff.
- Excellent communication, interpersonal and influencing skills.
- Report-writing and presentation skills.
- Effective prioritisation and time management skills.
- Excellent IT skills including the use of Microsoft Office applications.
- Excellent problem-solving and decision- making skills.
- Exceptional customer service.
- Budget management skills.
- Ability to use data to monitor and evaluate programmes.
- Influencing skills to champion change.

Desirable

- Practised at developing networks and relationships with a variety of stakeholders in order to support the delivery of strategic priorities.
- Skilled in creating, delivering and maintaining pathways which support the growth, transition and retention of players.
- Capability to create multiple reports, budgets and plans.



Knowledge and experience	
Essential <ul style="list-style-type: none"> • Practical experience of sports/football development. • Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding. • Knowledge of The FA coaching qualification framework. • Knowledge of the structure and partner organisations within football, nationally and within the County FA locality. 	Desirable <ul style="list-style-type: none"> • Leadership/Management experience • Knowledge and understanding of The FA's National Game Strategy and how the County FA Business Plans support its delivery. • Experience of project management. • Experience of utilising mapping programmes to support strategic and logistical planning. • Knowledge and understanding of working with volunteers. • Experience of refereeing and/or referee development. • Knowledge of the laws of the game.
Enhanced DBS Check required?	YES
Clean, full driving licence?	YES

The job holder will be expected to understand and work in accordance with the values and behaviours described below.	
FA value	Behaviours
Insightful	Embraces new thinking in pursuit of continuous improvement: <ul style="list-style-type: none"> • Questions the way things are done and prepared to challenge the status quo. • Identifies and understands customer behaviour and brings forward a fresh perspective. • Understands and reacts to the personal motivations that drive people's actions and seeks to improve efficiency and performance.
Innovative	Introduces new, original ideas and content and is a creative thinker: <ul style="list-style-type: none"> • Creates and delivers new and better solutions to affect positive change • Establishes new relationships to engage and enhance communities • Has confidence in their ability to try something new and break the mould
Inclusive	Champions and ensures that football is, and will remain, a game for everyone: <ul style="list-style-type: none"> • Openly collaborates with colleagues and partners in the game • Provides equal opportunity to people of different backgrounds, experience and perspective • Seeks out and embraces new ways of thinking and working.
Inspirational	The ability to excite others to achieve the very best outcome: <ul style="list-style-type: none"> • Seeks to achieve the highest levels of performance at all times. • Persists to achieve a standard for others to aspire to. • Challenges others to go further and achieve more.



Job description reviewed and modified by:	Kevin Staples
Date job description reviewed and modified:	15 th October 2021
Job description authorised by:	Adam Evans
Signed by job holder (on appointment):	
Date signed:	

One copy to be retained by the job holder, one signed copy to be stored confidentially by the employer.