



JOB DESCRIPTION & PERSON SPECIFICATION

Job title	Club Development Lead
Reports to	Football Development Manager

Location	Hybrid working including County FA Office (Green Lane Playing Fields, Green Lane, Devizes, SN10 5EP), homeworking and additional travel to other locations or overnight stays.
Working hours	35 hours per week, some evening and weekend working is required.
Contract type	Fixed term until June 2028, with possibility of being extended
Direct reports	Club Development Support (Placement)

Job purpose

To support [England Football Accredited](#) Clubs to become more sustainable and flourish working with Wiltshire FA, FA Colleagues and a range of other stakeholders.

To support, serve, and develop clubs across Wiltshire to identify and exploit opportunities, whilst providing a quality experience for all players across all pathways.

To support and develop the club and league network through investment and facility development opportunities.

To ensure that every affiliated football fixture is played on a 'good' quality pitch.

Job responsibilities

Lead Responsibilities:

- Develop and manage positive relationships with 2-star and 3-star England Football Accredited clubs by engaging key club leaders.
- Identify and support facility development opportunities within Thriving Community Clubs.
- Support the delivery of all activities to increase the number of affiliated football fixture played on a 'good' quality pitch including the use of Pitch Power and the Hive Groundskeepers Community.
- Track the quantity and quality of football pitches and ground locations for affiliated fixtures.
- Provide guidance for Football Foundation applicants around the Grass Pitch Improvement Programme and Small Grants Programme.
- Engage 2-star and 3-star England Football Accredited clubs with the Thriving Community Clubs Framework and support them with completing relevant assessments for each pillar on the Club Programme Platform.
- Build and maintain relationships with key stakeholders, including FA Club Consultants, the Football Foundation, casual workforce roles (e.g. Community Champions), and other strategic partners to support the development of Thriving Community Clubs.
- Utilise insight and reporting to conduct pathway gap analyses and support 2-star and 3-star clubs in developing pathways and/or effective club partnerships to meet 3-star England Football Accredited Club criteria.
- Collaborate with FA Club Consultants to identify needs based on framework insights and design appropriate interventions.
- Adopt a strategic approach to deploying national professional services, technical experts and any local resource to support the growth and sustainability of Thriving Community Clubs.
- Develop positive relationships with the Men's National League System (NLS) and Women's Football Pyramid (WFP) clubs within Wiltshire.
- Understand the volunteer workforce requirements within Thriving Community Clubs and support clubs with the growth, diversity, retention and celebration of their workforce.



- To line manage (if appointed) the person recruited as Club Development Support (University Placement).

Support Responsibilities:

- Promote and assist England Football Accredited Clubs with their annual renewal process.
- Deliver exceptional customer support to volunteers using FA Technology systems, particularly the Club Portal, to ensure Accredited criteria is maintained throughout the year.
- Support England Football Accredited Clubs with writing and implementing development plans to help realise their ambitions.
- Develop and implement localised incentives and rewards for England Football Accredited Clubs.
- Target new development initiatives and pathway growth towards the network of Accredited Clubs to provide more opportunities for people to play and enjoy football within these environments.
- Support the growth and utilisation of a database of local funding sources that clubs, and leagues can apply for funding from.
- Support the planning and delivery of County FA Facility Support Forums, in partnership with Football Development Manager and Facility Manager.

All role profiles are to include the following:

- Execute tasks as required to meet the Wiltshire FA's changing priorities.
- Contribute to ensuring that safeguarding and equality are embedded throughout Wiltshire and grassroots football.
- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within club development programmes.
- To contribute to the effective implementation of The FA's Safeguarding 365 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.
- To support delivery of The FA Grassroots Football Strategy and the Wiltshire FA Business Strategy.

Person specification

Qualifications

Essential

- Educated to A level or equivalent.

Desirable

- Two years' sports development experience.

Skills

Essential

- 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.
- Excellent IT skills, including the use of Microsoft Office applications.
- 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.

Desirable

- Practised at developing networks and relationships with a variety of stakeholders 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.



<ul style="list-style-type: none"> • Report-writing skills. • Ability to use data to monitor and evaluate programmes. • Influencing skills to champion change. 	
Knowledge and experience	
Essential <ul style="list-style-type: none"> • Practical experience of sports/football development and involvement in a club or league. • 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"> • Knowledge of The FA's Grassroots Football Strategy. • Experience of programme management. • Experience of utilising mapping programmes to support strategic and logistical planning. • Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	YES
Check required on Companies House disqualified directors' register?	YES
Clean, full driving licence?	YES

The job holder will be expected to understand and work in accordance with the strategic priorities described below.

Strategic priority	Objectives
IMPROVE PLAYING CHOICE AND OPPORTUNITIES	<ul style="list-style-type: none"> • Evolve the youth game. • Improve team-based football for adult male players. • Create more opportunities to play safe, inclusive casual football. • Support the disability game to grow and thrive.
DEVELOP EQUAL OPPORTUNITIES FOR WOMEN AND GIRLS TO PLAY	<ul style="list-style-type: none"> • Sustain and grow more playing opportunities in schools. • Create more team based playing opportunities. • Extend and enhance casual opportunities to play. • Deliver safe and inclusive environments for women and girls to thrive.
BUILD MORE AND IMPROVE EXISTING FACILITIES	<ul style="list-style-type: none"> • Transform grass pitch quality. • Build more 3G pitches. • Create inclusive and accessible facilities. • Improve environmental sustainability.
TACKLE POOR BEHAVIOUR	<ul style="list-style-type: none"> • Apply tougher sanctions. • Promote positive behaviour. • Drive collective responsibility across the game to raise standards.
DEVELOP A VALUED NETWORK OF VOLUNTEERS, COACHES AND REFEREES	<ul style="list-style-type: none"> • Grow the number of people running the game. • Improve the diversity of those running the game. • Support those running the game to learn and develop. • Celebrate and reward those running the game.
SUPPORT THRIVING COMMUNITY CLUBS	<ul style="list-style-type: none"> • Ensure clubs grow opportunities and provide a quality experience through England Football Accreditation. • Help clubs to become more sustainable. • Support the current and future generation of club leaders. • Equip clubs to add value to their local communities.



CONNECT AND SERVE PARTICIPANTS	<ul style="list-style-type: none"> • Make it easier to find information and opportunities to play, volunteer and learn. • Improve our customer service and communications. • Develop our digital tools to make running the game easier. • Explore digital opportunities to enhance the football experience.
PROGRESS THE GAME'S GOVERNANCE	<ul style="list-style-type: none"> • Promote the highest levels of governance across the grassroots network. • Evolve local Football Associations focused on developing football For All. • Support the grassroots game to be financially robust. • Support the game to be safe and well-run.

Job description reviewed and modified by:	Lyndon Taylor - FDM
Date job description reviewed and modified:	13/11/2024
Job description authorised by:	Simon Russell - CEO
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.