

JOB DESCRIPTION

Job Title: BE Football Engagement Coordinator	
Department: <i>Grassroots Football</i>	Location: Flexible Office Location – Hensol, Vale of Glamorgan / Dragon Park – Newport / Colliers Park – Wrexham
Grade: Coordinator – starting salary of £18,500	Position Reports to: Girls’ Participation and Engagement Manager
Contract term 12 months fixed term contract	Full time/part time This is a full time role but part time options could be considered.

PURPOSE OF ROLE

In October 2021 The FAW launched its first Women and Girls’ Football Strategy, ‘Our Wales: For Her’ which outlines its ambitious targets to double the number of girls playing football by 2026. The female game has seen a 50% increase in participation numbers over the past four years with over 12,000 registered girls now playing regularly.

We are seeking to appoint a dynamic, energetic and inspirational individual who can support The FAW to co-ordinate and deliver engaging programmes and initiatives to support the sustainable growth of women and girls football and in particular engage new female audiences to engage in the sport.

The FAW is committed to developing innovative approaches to increase formal and informal participation which are outcome focused. To support our growth ambitions, we are looking to appoint a Girls Engagement Officer on a 12-18month Fixed Term Contract, to support the delivery of girls football programmes across Wales.

This person will have good attention to detail and project management skills to grow our girls football provision across Wales and support The FAW’s ‘Our Wales: For HER’ mission to create the best environment, support structures and opportunities to accelerate the growth of women’s football to make it reach its full potential.



The BE Football Engagement Officer will be responsible for managing and co-ordination of our recreational football programmes for teenage girls which includes our BE Football School programme.

The post holder will be innovative and creative in their approach to develop a network of exciting and engaging experiences to grow girls' provision and enhance football opportunities in schools.

KEY AREAS OF ACCOUNTABILITY OR RESPONSIBILITY

- Key project management and implementation responsibilities for our BE Football Schools programme (Secondary school girls' participation and leadership programme)
- Support the creation and development of a new teenage recreational offer for teenage girls and lead on the co-ordination and implementation of the programme upon launch
- Support the marketing and communications department to activate The FAW's Be Football marketing campaign to engage teenage girls with football opportunities (Secondary school girls' participation and leadership programme)
- Support the FAW to expand existing products and identify new approaches using evidence and insight to increase girls' participation in football and support with the development of alternative, flexible and new offers which provide positive experiences to retain players.
- Work with the FAW and other key stakeholders to establish a connected approach for long term engagement in football, including the development of an appropriate girls' football pathway with club connections and inclusive competition frameworks.
- Work with key partners to embed inspirational and engaging football opportunities across educational institutions to ensure integrated and equitable opportunities for all pupils.
- Support the delivery of the women and girls' strategy, 'Our Wales: For HER'.
- Play a key role across the sport to raise the profile, increase visibility, drive awareness and challenge perceptions.
- Work with FAW international department to maximise opportunities with women's international team to raise awareness and increase visibility of key initiatives and opportunities
- Deliver a girls football festival ahead of the Adran Trophy Final and FAW Women's Cup Final
 - Keep in touch with data trends, research and insight and engage experts where applicable to support the development and growth in football for girls.



PERSON SPECIFICATION

Experience

- Understanding and experience in the areas of girls' participation or engagement in a physical activity context

Knowledge, Skills and Behaviours

- Passion and drive to engage, increase and retain new audiences into football activity
- Excellent attention to detail
- Proven process and project management experience
- Excellent communication and interpersonal skills
- Ability to influence, motivate and get the best out of people
- Proven stakeholder and partnership engagement skills
- Highly resilient, self-motivated and self-directed
- Modern IT competencies

ROLE SPECIFIC REQUIREMENTS

- Essential car user.
- Full, clean driving licence (a company car will not be provided).
- Willingness to work flexible and unsociable hours.
- Spoken and written Welsh are desirable.
- Enhanced DBS disclosure.



FAW VALUES

Our values underpin the FAW vision and guide all aspects of our work:

Excellence – we approach every challenge with determination and a drive to deliver our very best in all we do. We display commitment, motivation, discipline and perseverance, and hold ourselves accountable for results. In every aspect of business and sport, we strive to excel.

Family – we promote a welcoming culture of warmth and belonging where everyone is embraced. Through the power of the collective, we'll continue to expand our football family, welcoming anyone who wants to achieve great things for Wales

Respect – we believe that different ideas, strengths, interests, and cultural backgrounds are fundamental for success. We'll earn the respect of others through our commitment to be open, honest, ethical and fair.

