BAME Player to Coach Scheme Programme Manager

**Contract type:** 12 months fixed-term  
**Reports to:** Coaching Manager  
**Location:** Office-based  
**Salary:** Competitive

**Overview**

The Premier League, the Professional Footballer’s Association (PFA) and the English Football League (EFL) are working together on a new innovative scheme to help Black, Asian and Minority Ethnic (BAME) PFA members transition into Coaching. As part of this partnership the Premier League are looking to appoint a Programme Manager to lead this initiative.

The role will be based within the Coaching Department of the Premier League who are aiming to develop a World-Leading Coaching Development System by working with professional Clubs and football stakeholders (FA, EFL, PFA, LMA) to elevate the quality of coaching across the professional game. The Coaching team sits within the Football department of the Premier League and works closely with the Youth department to deliver a series of Coach and Staff development programmes in professional Club Academies and First Team environments.

We are looking for an experienced Programme Manager to lead and develop the BAME Player to Coach Scheme (BPCS) in partnership with the PFA and the EFL. We are also looking for the postholder to lead the Premier League’s existing BAME and Female Coach Development initiatives which are in their sixth Season. The right candidate will have experience of leading and managing professional development and/or academic programmes, quality assurance and curriculum management, and be an experienced leader and manager with credibility and experience in Coach Development.

**Premier League**

The Premier League is home to some of the most competitive and compelling football in the world. The League and its Clubs use the power and popularity of the competition to inspire fans, communities and partners in the UK and across the world. The Premier League brings people together from all backgrounds. It is a competition for everyone, everywhere and is available to watch in over 1 billion homes in 189 countries.

We have a wide variety of responsibilities: These include organising the competition and its Rule Book, as well as managing the centralised broadcast and commercial rights. The work we do in conjunction with the Clubs also goes far beyond the 90 minutes. We support and provide a framework for Youth and Coach Development, we protect the organisation’s intellectual property, support the wider game and community programmes, undertake international development work and liaise with governing bodies and other leagues.
PFA

The Professional Footballers’ Association (PFA) was formed in 1907 and is the world’s longest established professional sportsperson’s union representing football players in England and Wales. The aims of the PFA are to protect, improve and negotiate the conditions, rights and status of all professional players by collective bargaining agreements. The PFA has been successful throughout its history in the challenges it has faced due to the strength of support from its members. The PFA is also a key member of the International Players’ Association, FIFPro, and was instrumental in the changes to the international transfer system following the Bosman ruling and negotiates with FIFA and the European Commission. The PFA are also key members of the Professional Players’ Federation (PPF), a body of major sporting players’ associations.

Equality and diversity are central to the work of the PFA with the equalities strand running throughout the organisation. The PFA has ensured this has been the case with a focused and dedicated Equalities department with representatives within the Coaching, Education and Community departments of the organisation. The PFA Coaching department has dedicated Equalities Coach Educators with dual roles of Coach Educator and Equalities Executive. The first of these roles was created in 2003 and the department now has three national officers focused on representation and developing the coach pathways for players with an interest in Coaching. These Coach Educator and Equalities roles were established to ensure a visible presence of black coach educators working with young players encouraging them to undertake their coaching qualifications and stay working in the game when they finished playing.

The EFL

Formed in 1888 by its twelve founder members, the English Football League is the world’s original league football competition and is the template for leagues the world over. With 71 member clubs, it is also the largest single body of professional clubs in European football and is responsible for administering and regulating the Sky Bet EFL, Carabao Cup and Leasing.com Trophy, as well as reserve and youth football.

Over 18.3 million people watched live EFL matches last season, making it the best-attended sporting competition in the United Kingdom. The EFL also has a truly global appeal with matches broadcast in over 175 territories throughout the world. With innovation at its heart, the EFL continues to change and evolve, including the establishment of the world-leading digital offering, iFollow, allowing supporters around the world to watch matches live. Establishment of the Play-Offs and the introduction of 3 points for a win are other EFL innovations. EFL Clubs also have a long and proud history of developing outstanding playing talent which remains a focus today.

Off the pitch, the EFL Trust and Club Community Schemes work tirelessly, using the power of football to positively impact towns, cities and people’s lives up and down the country by improving health, boosting education and bringing communities closer together. It is the EFL’s principle belief that football must be accessible to all and it is committed to ensuring inclusivity across all reaches of the game, with EFL Clubs representing the diverse nature of the communities they represent.

For over 125 years, the EFL has overseen countless moments that will never be forgotten, providing league and cup memories for millions of fans across the world. It is proud of its heritage but
certainly not afraid to look to the future as it continues to develop the world’s first football league as a modern, progressive and global competition.

The role

The purpose of the role is to provide Programme Leadership to the BAME Player to Coach Scheme (BPCS) and the BAME and Female Coach Development Initiatives

Main Duties:

• Provide programme leadership and management for the BPCS
• Provide programme leadership and management for the Premier League’s BAME and Female Coach Development initiatives
• Manage the curriculum, resources and delivery, and development/learning strategy for each programme within the frameworks and guidelines set by the Premier League and other stakeholders.
• Manage the face-to-face and online delivery of multiple cohorts of each placement
• Assist the three sponsoring organisations by providing stakeholder management for each placement (stakeholders include: Academy Managers, Heads of Coaching, First Team staff, people who design and deliver programmes, External Mentors, Club Mentors, other stakeholders across the PL, EFL, PFA, FA, LMA, and other partners)
• Manage the quality assurance, academic and professional accreditation and assessment (where required) strategy for all placements
• Work closely with a range of staff to ensure the successful design, accreditation and delivery of all placements that is on time and within budget

Additional Responsibilities:

• Be a member of the Coaching Team and represent the Premier League and other stakeholders where required on matters relating to the programmes
• Lead the measurement, feedback and reporting on the placements

Requirements for the role

• Understanding of /experience of the elite sport environment /the elite football academy and First-team football environment
• Significant experience of stakeholder management at a senior level
• Experience of working in a dynamic and fluid environment where the role requires to work at consistently high standards and sometimes under pressure
• Coach Development and Coaching knowledge to provide credible leadership of the placements
• Experienced Programme Leader in either Higher Education or professionally accredited development programmes (or similar)
• Experienced in learning and development and culture change – understands and has experience leading programmes and interventions that bring about behaviour change in adults
• Significant experience of managing development journeys of adults
• Experience of managing face-to-face and online learning and development (blended learning) for adults
• The ability to create elite learning environments face-to-face, online and in a blended format
• A wide range of experiences of leading and managing people, programmes and budgets
• Educated to postgraduate degree level or above in relevant subject
High level of research, monitoring and reporting skills
A passion for youth development and the talent pathway in football

**Person specification**

**Motivation: what needs to appeal to them?**
- Wants to be part of a sustainable organisation which will deliver long-term goals
- Likes to have the autonomy to make decisions and set direction
- Enjoys working hard to overcome challenges
- Gets satisfaction from providing leadership and management to enable a team to perform effectively and deliver results
- Gets a buzz from seeing people and programmes grow, develop and succeed
- Gains satisfaction from being able to add value to the area of work within Coaching across Premier League, PFA and EFL

**Interpersonal skills: how should they interact with people?**
- Is able to quickly understand the different needs and agendas of others
- Adapts style and manner of interaction to build relationships with different types of people
- Able to use different approaches to influence people across different levels to gain backing for objectives
- Communicates in a clear and straightforward way to ensure others understand important information
- Is able to present and defend a point of view or decision confidently

**Resilience: what are the tough aspects of the role?**
- Able to remain composed when faced with conflicting demands
- Able to cope effectively with pressure caused by long hours, lack of resources and high expectations
- Bounces back from setbacks quickly
- Is comfortable being ‘hands off’ and delivering through others
- Remains positive despite limited recognition and feedback
- Ability to recognise and manage stressors and develop resilience in others

**Thinking: how do they need to deal with information?**
- Applies logic and rational analysis when interpreting data to draw sound conclusions
- Sees the big picture by analysing information from different sources and drawing things together
- Thinks strategically to develop new ways to deliver required results
- Prioritises when faced with conflicting demands to focus effort where greatest gain will result
- Thinks creatively around problems to generate alternative options and solutions
- Able to create and apply a structured approach to managing projects and planning and implementing change
Nice-to-haves for the role

- UEFA A Licence
- FA Advanced Youth Award
- Qualification in learning and development or teaching. Hence shows understanding of the learning and development process underpinning development programmes
- Awareness of issues around equality
- Experience in football as a player or coach or practitioner

The Premier League is an equal opportunities employer and welcomes applications from all sections of the community. All appointments will be made based on merit.

To apply please email hr@premierleague.com with your CV and cover letter. The closing date for applications is Friday 14 August.