

Community Engagement Lead Recruitment Pack

July 2024



INTRODUCTION FROM OUR CEO

Thank you so much for taking the time to find out more about the Football Foundation. I am exceptionally proud to lead this organisation.

Our purpose is to transform individual lives and communities by providing people with a great place to play. That's an inspiring thought – but behind it sits a great team. The Foundation is an independent charity, but has at its heart a collaboration between the Premier League, The Football Association and Sport England. Our role is to facilitate their joint investment into community sports facilities. We do this through partnership working – being part of a team is really important to us.

Together we have ambitious plans and with the support from the government to invest a further £235 million into grassroots football over the next 3 years, the Football Foundation is well-supported to continue to invest in community pitches and facilities across the nation.

This includes an additional £30m commitment from Government and The FA to deliver the 'Lionesses Futures Fund'. This investment recognises the historic achievements of all the players at the UEFA Women's EURO 2022, as well as the FIFA Women's World Cup this year, and will turbocharge opportunities for the next generation of Lionesses.

We have a great deal to get done, but why and how we do it matters too. We are striving to be an inclusive and diverse organisation that understands and makes a positive impact to the communities we serve. Becoming part of the Football Foundation team will give you the chance to help transform lives and communities through great places to play; and to be part of a supportive and inclusive team that has ambition and plays fair to achieve its goals.

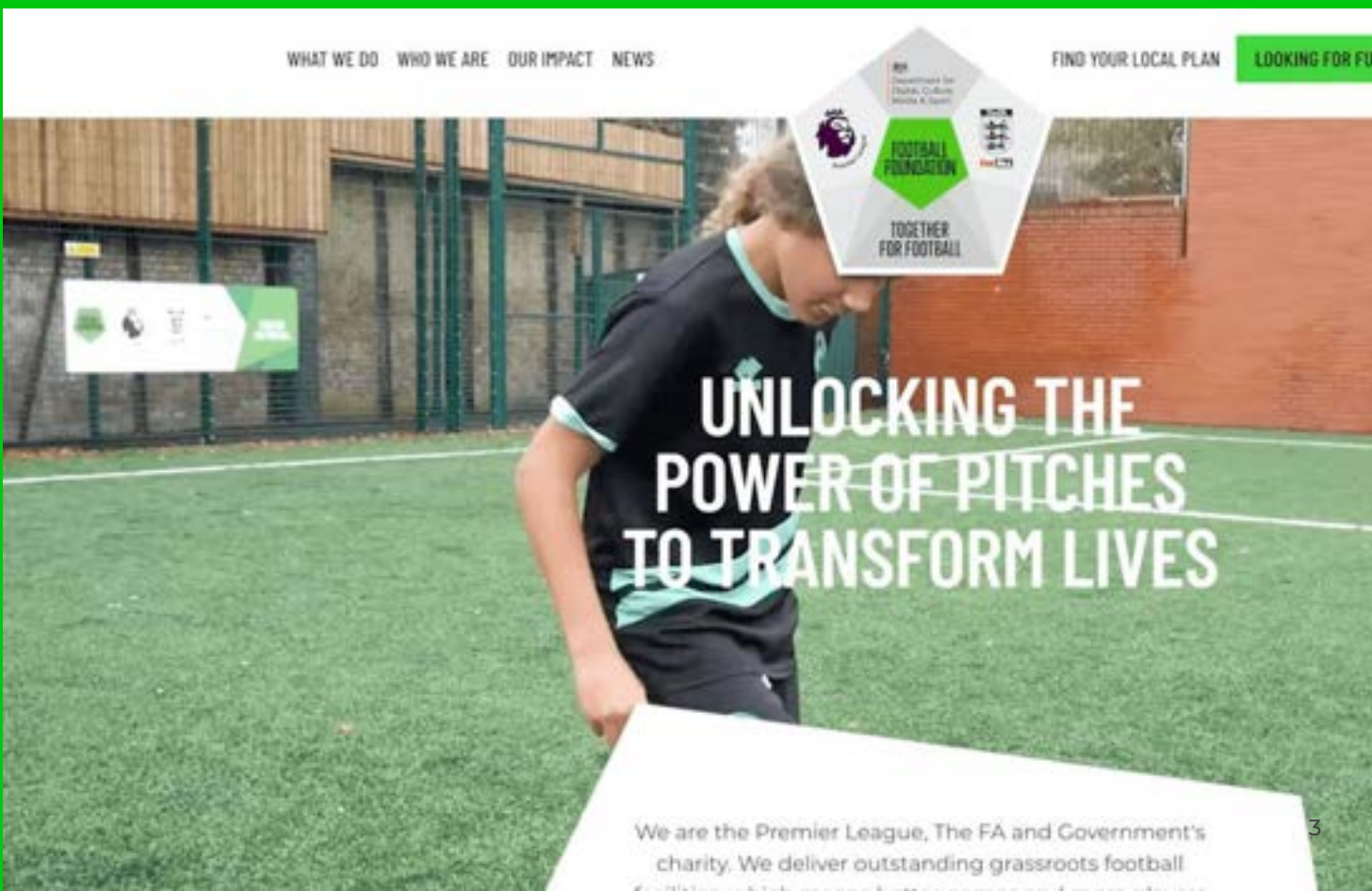
I hope you take the time to apply.

Robert Sullivan, Chief Executive Officer





We are the Football Foundation – the Premier League, the FA and Government’s charity delivering upon a shared vision to help communities improve their local football facilities through grants. We’re the only example of a partnership between a national Government and a national sport coming together to support communities throughout the country.



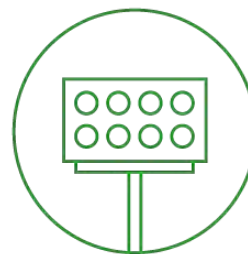
Over the last 22 years, the Foundation has awarded more than 23,000 grants to deliver outstanding grassroots facilities across England worth more than £877 million. This year, the Foundation will be investing more money than ever into facilities across England and is committed to improving the experience of playing football for everyone.

The Foundation's goal is to unlock the power of pitches ensuring everyone has a great place to play regardless of gender, race, disability or place.



20,000

Improved grass pitches over the next 10 years



1,300

3G facilities over the next 10 years



1,700

New pavilions over the next 10 years

OUR GOALS



The Foundation's goal is to unlock the power of pitches ensuring everyone has a great place to play regardless of gender, race, disability or place. The approach to achieve our goals includes:

- **Local Football Facility Plans**
In order to achieve our ambition and in partnership with local authorities, County FAs and other community stakeholders, the Foundation has created Local Football Facility Plans for every local authority in England. These Plans act as a blueprint for providing the grassroots football facility improvements that each community needs and deserves across the country.
- **Grass Pitch Improvement Programme**
We're working alongside The FA on a 10-year plan to transform the quality of 20,000 grass pitches across the country. 87% of affiliated football is played on traditional grass pitches and maintaining these to the highest quality is crucial. We are working with experts and volunteers and have invested in a new web app, PitchPower, to make expert knowledge, support, and funding into pitches more accessible.
- **PlayZones**
We have an ambition to deliver over 240 new or improved PlayZones facilities by 2025. To realise this ambition, we're going to focus on investing in safe, inclusive and accessible facilities in communities with the greatest need. We will tackle inequalities in physical activity levels and create inclusive opportunities for our priority audiences to become active through recreational formats of football and other sports.
- **Our Hubs**
£200m investment in multi-pitch hubs has enabled us to work with Local Authorities and local football organisations, with hubs already in Sheffield, Liverpool, Sunderland, and two sites in London: with construction underway for further sites in Portsmouth and Derby.

- **3G Football Turf Pitches**
In our 2023 financial year, we opened 53 new floodlit 3G Football Turf Pitches guaranteeing access to hundreds of thousands of people across the country, no matter the weather. Our goal is to install 1,000 more 3Gs over the next 10 years.
- **Changing Room Pavilions**
We constructed and refurbished over 70 pavilions in our financial year 2023, providing players and match officials with safe, secure spaces to get changed, whilst also acting as hubs for the delivery of vital community outreach work. We're committing to 1,000 new pavilions over the next 10 years.



**Premier League
Stadium
Fund**

- **The Premier League Stadium Fund**
The Premier League Stadium Fund is a registered company that acts as an agent for the Premier League in awarding capital grants to clubs to support improvement of their stadium facilities for players, supporters and officials. Funding is available to clubs who play in Steps 1 to 6 of the National League System, Tiers 1 to 4 of the Women's Football Pyramid and clubs promoted into the English Football League. Employees of the Football Foundation have joint employment contracts with the Premier League Stadium Fund.

EQUALITY, DIVERSITY AND INCLUSION



We genuinely believe that by having a diverse workforce, we will be more productive, make better decisions and gain a better understanding of the communities we serve.

In 2023, we proudly launched '[Together for Football](#)' our EDI strategy.. This strategy outlines our ambitions and commitments to increasing our diversity, and the tactics we plan to use to help make the Foundation more inclusive. The initiatives and actions we have committed to are designed to help us better serve communities across England.

When you apply for a job with us, we'll ask you to fill in an equality opportunities form. Your answers will be kept strictly confidential at all times and will not be used to identify you as an individual. The data collected from this form helps us to identify any disproportionate outcomes for applicants and will help inform future recruitment campaigns and strategies.

At the Foundation we want inclusion to be an everyday reality. For this to be the case, we need all our teammates to play their part in bringing our commitments and values to life. We are looking for applicants who share our passion for inclusion and who will support our aim of 'unlocking the power of the pitch, to transform lives and communities'.

Together for football.



Our aim is to invest in and develop facilities which feel safe, welcoming, inclusive; facilities that attract diverse communities and promote a sense of belonging.



We encourage people from all communities and backgrounds to apply for our jobs.

We are particularly interested to hear from individuals belonging to under-represented groups including diverse ethnic communities, individuals with a disability, and those from the LGBTQI+ community.

Our aim is to ensure our processes are equitable for candidates with disabilities, and we are committed to considering all possible adjustments to our recruitment process.

Please get in touch to discuss any adjustments you may need:

jobs@footballfoundation.org.uk

OUR CORNER VALUES

We refer to our company values as our four corners and these form a central part of our working culture. When applying for roles we encourage applicants to be aware of our four corners as we will frame some of our interview questions around these.



WE ARE STAR PERFORMERS

We unlock the power of pitches. We transform lives and strengthen communities. Whatever position we play in, we always strive for excellence.

WE ARE PASSIONATE SUPPORTERS

We support each other and work together to deliver the greatest impact wherever it's needed the most. Nothing brings people together like sport and teamwork is at the heart of what we do.

WE ARE FAIR PLAYERS

Being inclusive and understanding diversity allows us to tackle inequalities through everything we do. We play fair regardless of gender, race, ability or place, from the star performers we recruit, to the way we work, from the facilities we fund, to the people who play on them.

WE ARE A UNITED TEAM

We support the game in any way we can. We make sure applicants access funding as easily as possible. We work with partners to deliver outstanding football facilities. We transform lives and communities on behalf of our Funding Partners.



OUR IMPACT



Since 2000, we have been privileged to make a truly transformative difference to grassroots football across the country. We're proud that through the investment of our funding partners into grassroots football we've seen incredibly positive effects on physical health, mental health, participation, and the overall economy, and we want to keep moving the goalposts.



1,000

3G football turf pitches delivered



1,300

Changing room pavilions delivered



12,000

Natural grass pitches delivered

LOCATION

While your normal place of work will be from home you are sometimes required to attend work at our head office, Wembley Stadium, South Way, London, HA9 0WS, and you will work at and travel to such places as may be reasonably required from time to time. You will be required to come into the office at quarterly squad meet-ups and for any other business need.

THE ROLE - COMMUNITY ENGAGEMENT LEAD



The Premier League (PL), The FA and the Government, through Sport England (SE) came together with the ambition to distribute capital funding that transforms the landscape of grassroots facilities across England. The Football Foundation (Foundation) is the responsible delivery partner for this funding.

This ambition has been segmented into local priorities by through the development of 318 'Local Football Facilities Plans' (LFFPs). These plans articulate the needs of football across every Local Authority area. Using this insight, the Funding Partners have agreed the 'Investment Priorities' for the period through to 2025, therefore providing clear strategic direction for the type, scale and location of projects to be delivered

The Community Engagement Lead will play a crucial role in ensuring the Foundation achieves its objectives of increasing physical activity levels amongst the four key priority groups facing the greatest inequalities; low socio-economic groups, women and girls, disabled people and people with long term health conditions, and ethnically diverse communities.

Working with the Funding Partners and key stakeholders at a national level, the postholder will lead the delivery of the Foundations PlayZones Programme, oversee the delivery of the Active Through Football programme, as well as supporting the continued implementation and championing of great Community Engagement across all other Over £25k facility types, with a focus on providing opportunities for our priority groups.

The Community Engagement Lead and Officers will be positioned within the Foundations Delivery Team, each with a Regional responsibility aligned to the Delivery Teams regional structure.

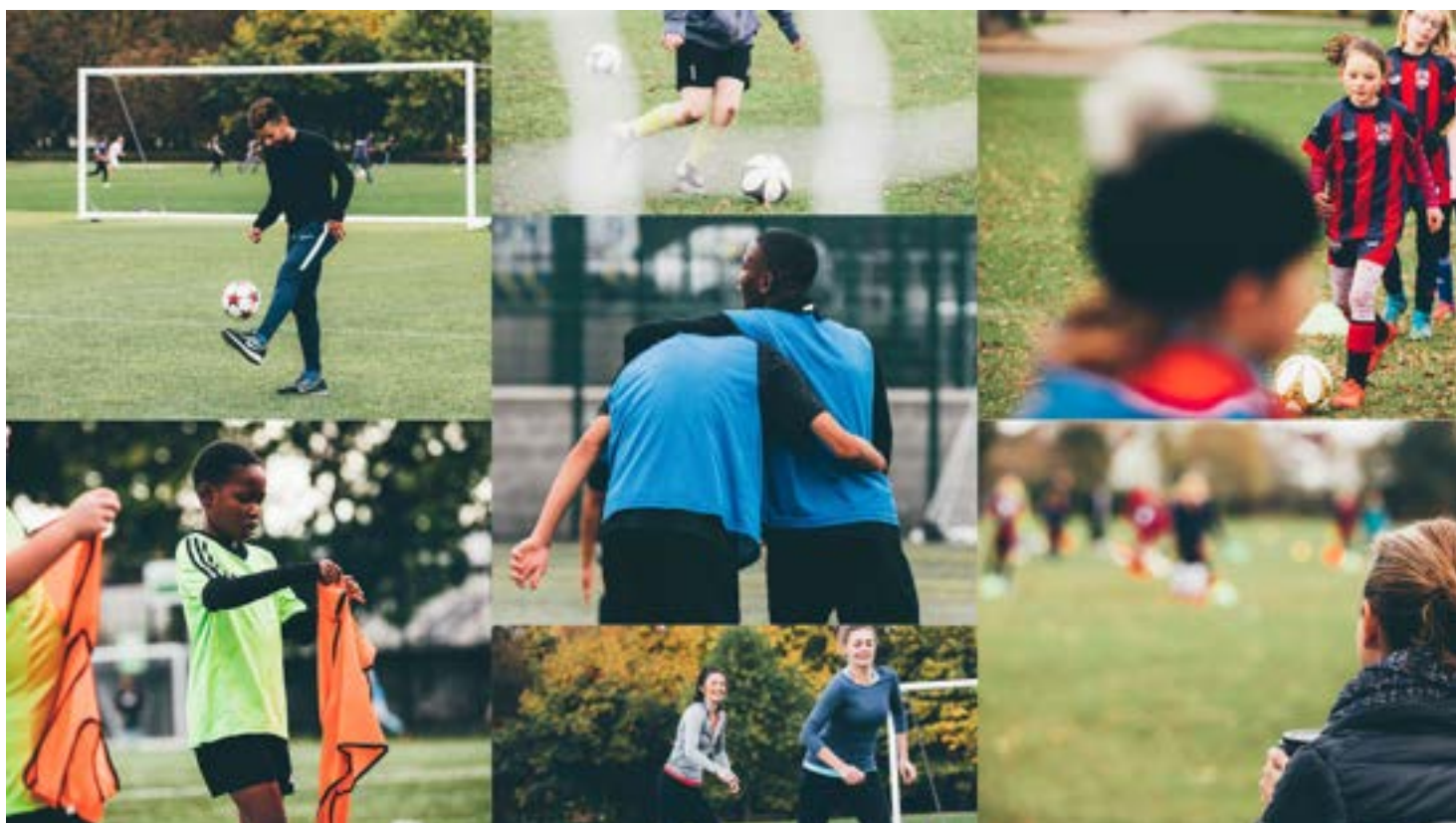
By leading a team of Community Engagement Officers and Programme Manager as direct reports, the postholder will provide strategic leadership to the PlayZones programme, oversee the Active Through Football programme delivery and ensure the team are able to offer community engagement expertise, help and advice to colleagues and a range of applicant types. It will be necessary to create an environment whereby the team is inspired and motivated to constantly strive towards high performance and develop creative and scalable solutions to the challenges

This role will be challenging, but the post holder has the opportunity to influence change throughout the Foundation's processes and ensure meaningful community engagement is undertaken by our applicants.

KEY OBJECTIVES



- ✓ **Lead the operational delivery of the PlayZones Programme, overseeing all programme processes, reporting and evaluation to ensure strategic objectives and key performance indicators are met.**
- ✓ Lead the Community Engagement Officers in ensuring robust community engagement underpins site and project identification allowing Delivery Managers / Officers to develop a pipeline of PlayZone projects in line with investment priorities and budgets.
- ✓ **Oversee the Community Engagement that underpins PlayZone site and project identification for an agreed set of areas and/or within an agreed region**
- ✓ Ensure that learnings from our PlayZones investments and wider place based working are embedded across the Foundation's end to end process and be an advocate for this way of working.
- ✓ **Champion the benefits of great Community Engagement when developing capital facility projects, offering expertise to both colleagues and applicants. This will involve challenging and influencing attitudes and approaches, by acting as a strong advocate.**
- ✓ Lead, manage, mentor and support the Community Engagement Officers and create a high performance environment, which allows team members to thrive.



KEY RESPONSIBILITIES



- ✓ **Lead the delivery of the PlayZones Programme to allow the Delivery Managers / Officers to develop a pipeline of projects that meet the outcomes of the Foundation's Strategy Plan.**
- ✓ Monitor all key data relating to the PlayZones Programme on activation, the use of smart access, income generation, research / evaluation and overall programme budget spend. Intervene and amend programme criteria as required.
- ✓ **Support Delivery Managers / Officers , CFA network and other key stakeholders with high profile or complex projects that need a tailored solution to ultimately deliver best value for their communities.**
- ✓ Oversee the delivery of the Active Through Football programme, including line management responsibility for the Programme Manager to ensure the 25 places deliver against their delivery plans. Intervene and troubleshoot as required.
- ✓ **Work closely with colleagues from funding partner organisations, the Active Partnerships and other National Governing Bodies to continually shape and refine the PlayZones approach based on research and insight**
- ✓ Provide a single point of contact for the Foundation's Delivery Team on tackling inequalities and community engagement.
- ✓ **Support Community Engagement Officers to work alongside regional Delivery Team colleagues to offer expertise and advice on a range of community engagement approaches, ensuring good practice is captured and shared.**
- ✓ Oversee the Foundation's Community Engagement Working Group and Community of Practice, working alongside funding partners and key stakeholders where required
- ✓ **Lead the production and continued development of supporting guidance and resources to support colleagues and applicants with undertaking community engagement, notably via the Foundation's Community Engagement Toolkit**
- ✓ Provide line management to the Community Engagement Officers and create a positive working environment in which team members strive to do their best, developing an effective, high-performing team.
- ✓ **Periodically bring your direct reports together for the sharing of knowledge and information and to help maintain a supportive and collaborative working environment.**
- ✓ Manage the performance and development of your team, holding regular one-to-ones and providing support and direction, as well as giving open and honest feedback.
- ✓ **Uphold the Foundation's Personal Development Review (PDR) process, giving close consideration to the development needs of your team.**

OTHER ACTIVITY

The role will also be required to:

- ✓ **Undertake any other reasonable management request, including duties as can be reasonably expected to ensure the smooth running and efficiency of the Grant Management Team and wider organisation, never forgetting that teamwork is at the heart of what we do.**
- ✓ Carry out duties and responsibilities of the post at all times in accordance with Foundation policies and principles.
- ✓ **Ensure compliance with data protection in all matters.**
- ✓ Uphold the 'four corners' of the Football Foundation.
- ✓ **Demonstrate a commitment to equality, equity, diversity and inclusion.**



APPLICATION REQUIREMENTS



QUALIFICATIONS

- ✓ **Educated to HND/Degree standard or equivalent experience, preferably in Sports Management or Development (Essential).**
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KNOWLEDGE

- ✓ Exceptional knowledge and understanding of place based working and the ingredients required to successfully tackle inequalities and affect change within a local area (Essential).
- ✓ **A comprehensive knowledge of the operational mechanics of Local Authorities, the role that they play within community development, and how they can be influenced and persuaded. (Essential).**
- ✓ Working knowledge of different project management techniques and an ability to flexibly apply these in a practical manner to a dynamic and evolving role. (Desirable).
- ✓ **Knowledge and understanding of sports development, sustainable sports facility operational management and financial management. (Desirable).**

EXPERIENCE

- ✓ Managing multiple stakeholder/partner relationships and achieving impact via third-party bodies (Essential).
- ✓ **An involvement with and understanding of developing capital projects from inception to completion, specifically related to the development of business plans, operational processes and creation of development plans. (Essential).**
- ✓ Producing detailed and robust reports for decision-makers, and communicating complex matters in a coherent manner. (Essential).
- ✓ **Extensive experience of presenting to panels or committees, and ability to generate confidence in proposals/arguments. (Essential).**
- ✓ Managing grant funding or investment from a variety of sources, and developing programmes to meet the requirements of multiple funders. (Essential).
- ✓ **Managing complexities that arise from working in a multi-stakeholder environment, together with the experience to act in a collegiate and considered way in responding positively to the demands this may bring. (Essential).**
- ✓ Extensive experience of managing and leading teams, utilising performance management techniques to improve delivery, balancing available capacity to meet workload demands, and creating positive working environments in which team members can do their best. (Essential).
- ✓ **Coordinating work remotely via email, video conferencing and phone (Essential).**

ESSENTIAL SKILLS AND ABILITIES

- ✓ A passionate supporter, strong and visible passion and commitment to inspiring activity, the values of the Foundation and delivery of its strategic objectives.
- ✓ **A united team player, actively contributing to the team to complete tasks, meet goals and manage programmes, and always operating as a centralised support service.**
- ✓ Exceptional project planning and organisational skills, with the ability to prioritise a varied workload balancing important tasks with urgent demands for yourself and your team.
- ✓ **Strong attention to detail and excellent time management.**
- ✓ Delivering tangible outcomes, under pressure, removing blockages to achievement and challenging deadlines.
- ✓ **Managing a diverse workstream, with the ability to analyse information consistently, identify issues and escalate potential risks.**
- ✓ Negotiating and influencing partners and stakeholders at all levels within an organisation, with the ability to present your case clearly and convincingly.
- ✓ **Strong communication and interpersonal skills, and as a united team player provide respectful challenge and constructive feedback to colleagues, and receive the same with a receptive, open-minded manner.**
- ✓ Flexible, adaptable and willing to support others at times when team priorities take precedence.
- ✓ **The ability to develop and sustain a level of professionalism at all times among team members, key contacts and stakeholders.**
- ✓ Proficient in the use of Microsoft Teams, Microsoft Project, Outlook, Word, and Excel with the appropriate level of IT competencies to learn new software and support the completion of tasks in a fast-paced environment.
- ✓ **A star performer, striving for excellence and committed to self-development to support the growth of the Football Foundation and requirements of the role.**



APPLICATION OFFER – COMMUNITY ENGAGEMENT LEAD



SALARY & BENEFITS

- ✓ The salary band for this role is **£48,000 - £55,000 per year dependent on relevant skills and experience.**
- ✓ You will initially be entitled to **25 days annual leave plus bank holidays.** The Foundation also offer a **generous pension scheme** (8% employer contribution), **free healthcare provision, a monthly gym subsidy, interest-free season ticket loan, death in service benefit** and **access to selected match tickets.**
- ✓ We are committed to helping our staff maintain a healthy work-life balance, so offer **flexible working hours around core hours** to help achieve that.



INDUCTION

- **The Foundation offer a comprehensive induction process where you will learn about the culture of the Foundation and the way we work, as well as learning from your teammates in your direct team about processes and practices.**



APPLICATION PROCESS



1. APPLICATION

To apply, please follow the steps outlined below:

- Please send the following to jobs@footballfoundation.org.uk**
 - CV**
 - Cover letter** highlighting your motivation for the post and indicating how your skills and experience meet the criteria for the role.
- Complete an anonymous Equal Opportunities form:**
 - Click [here](#) to fill it out. Please only submit one form, if you have any issues get in touch.

**Closing date for applications:
Tuesday 23 July 2024, 9am**

We thank all applicants for taking the time to apply, however, due to the high number of applications received for most roles, the Foundation only contact candidates if they are shortlisted for interview. If you do not hear from us within two weeks of the closing date, you should assume your application has not been successful.

The Foundation aim to provide feedback to shortlisted candidates who are unsuccessful at interview. However, due to the volume of applications received for most roles, the Foundation will unfortunately not provide feedback to those candidates who are not shortlisted for interview.

2. SELECTION

All applications received will be short listed against the role requirements and person specification. Those most closely matching our requirements will be invited to take part in an online interview.

Interviews are currently scheduled for:

30 July 2024

3. CHECKS AND REFERENCES

If you are successful in your application, we will ask you to provide us with the contact details of two organisations that we can apply for an employment reference; one of which must be your current/most recent employer. Please be aware that the Foundation aim to have all references in place before new team members commence employment with us.

Under the Immigration, Asylum and Nationality Act 2006, you are required to provide evidence of your right to work in the UK. If called for an interview, you will be advised of the documents that you will need to provide, which, if you are offered employment, will be checked to ensure the Foundation complies with current legislation.

FURTHER INFORMATION AND QUERIES

This Recruitment Pack is designed to be comprehensive; however, if you have any further questions regarding this role, please email: jobs@footballfoundation.org.uk

DATA PROTECTION



Information provided as part of your application will be used for the recruitment process. Any data about you will be held securely with access restricted to those involved in dealing with your application and in the recruitment process.

If you are successful in your application, the information you provide during the application process will be retained by us as part of your employee file for the duration of your employment, plus 6 years following the end of your employment.

If you are unsuccessful at any stage of the process, we will retain your personal information for a period of six months after we have communicated to you our decision about whether to appoint you to work.

Please see the full Privacy Notice for job applicants on the Careers page of our website for more information about how and why your personal data will be used, namely for the purposes of the recruitment exercise, plus your rights in relation to your data.



Further information



If you have any further questions about our recruitment process or if you need any adjustments please get in touch with our HR team:

jobs@footballfoundation.org.uk



For more information, please email:
jobs@footballfoundation.org.uk

