

Data & Insight Analyst Recruitment Pack

August 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 our funding partners, the Football Foundation is well-supported to continue to invest in community pitches and facilities across the nation.

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 is united in its ambition and plays fair to achieve its goals.

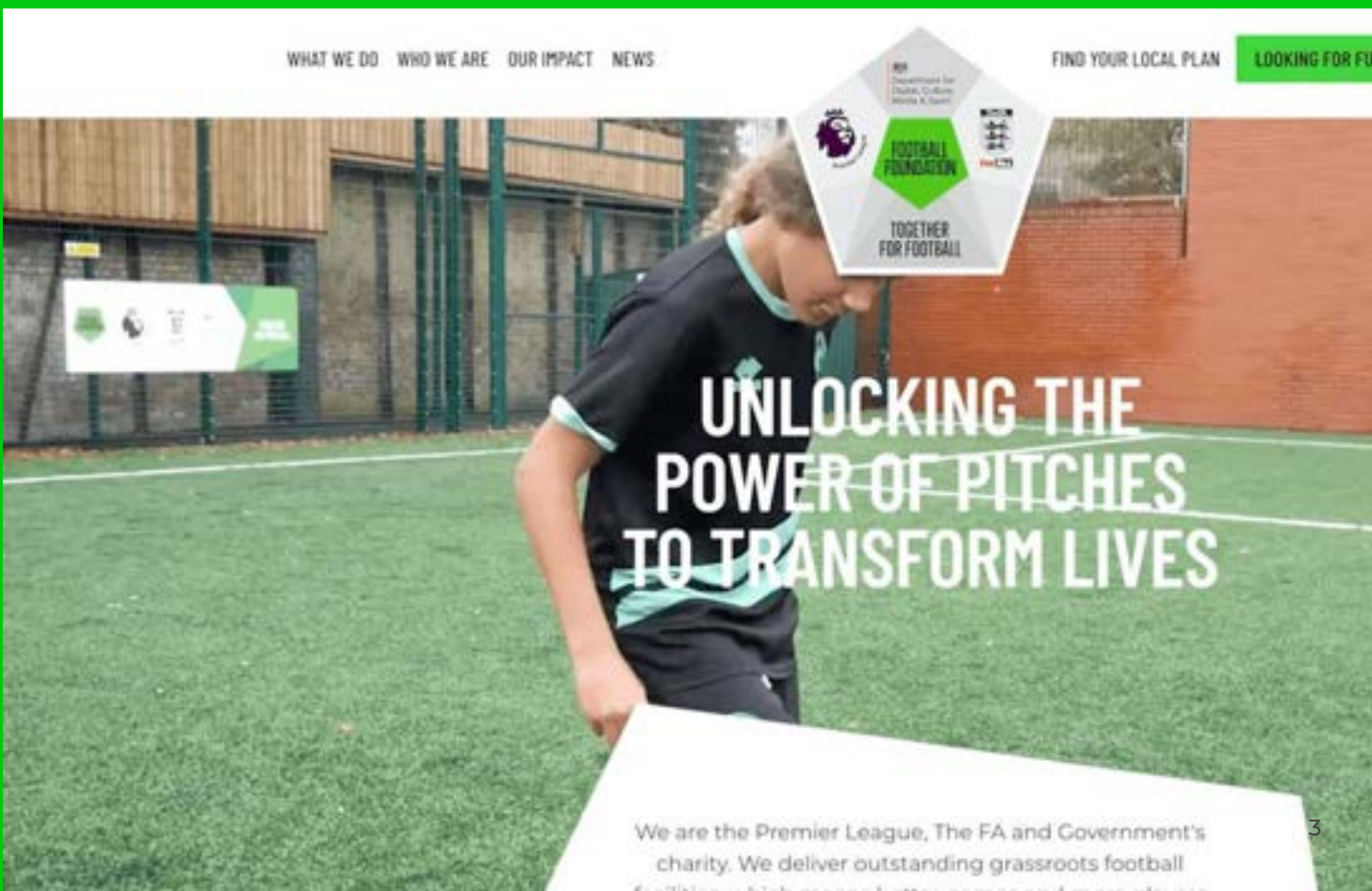
I hope you take the time to apply.

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.



UNLOCKING THE POWER OF PITCHES TO TRANSFORM LIVES

We are the Premier League, The FA and Government’s charity. We deliver outstanding grassroots football facilities and help grassroots clubs improve and maintain their

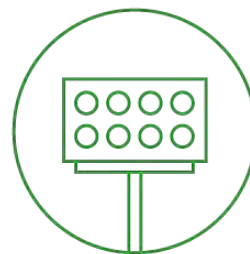
Over the last 22 years, the Foundation has awarded more than 23,000 grants to deliver outstanding grassroots facilities across England worth more than £877 million. This year, the Foundation will be investing more money than ever into facilities across England and is committed to improving the experience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

Following a successful trial, we have recently introduced a hybrid working model which we call One+, which is designed so that we can collaborate, connect, and create a positive culture together. Under One+, we ask everyone to come into the office on Mondays, plus any other days we require, driven by business needs. This usually averages out at twice per week (including Mondays). We also hold quarterly two-day organisation-wide get-togethers, which we call Squad Meet-Ups. These are in addition to regular office attendance. The rest of the time we all have the flexibility to choose to work from home if we aren't needed in the office in person.

THE ROLE - Data & Insight Analyst



As part of our data and insight team, you will play a vital role in helping the Foundation measure the impact of its investment so that it can maximise the benefit to grassroots football. You will analyse data to make specific recommendations to inform our strategic decision making and to allow our funding partners to evaluate the impact of their investment. You will be responsible for supporting the efficient and effective delivery of insight capability for the Football Foundation and Premier League Stadia Fund.

You will be involved in developing and maintaining PowerBI dashboards as part of the Foundation's interactive monitoring tools. You will also manage the end-to-end surveying approach for the Foundation and ensure the data we hold in our databases is accurate and reliable.

Help the Football Foundation deliver impact to communities through our work. The Insight Team are looking for a strong analyst with a keen eye for detail to help us achieve that goal of providing everyone a place to play. You will be integral in enabling the Foundation understand who we are reaching, and identify areas we can improve to help even more people!

You don't need to follow football to apply, but it is expected that you appreciate the power of sport to change lives and have a genuine interest in using your skills and experience to help the Foundation achieve our charitable and strategic objectives.



KEY RESPONSIBILITIES



- ✓ **Create relevant data analysis and reports required to optimally support the insight department, and the wider organisation.**
 - ✓ Develop and maintain the organisation's PowerBI resources, to create a self-service reporting platform.
 - ✓ **Engage with stakeholders to communicate analysis, findings, and recommendations, as required.**
 - ✓ Help to manage the Football Foundation's and Premier League Stadia Fund's approach to understanding project performance once grants have been awarded (using both quantitative and qualitative data sets).
 - ✓ **Demonstrate our impact to funding partners by compiling participation reports, investment reports and responding to ad hoc questions in a timely manner, ensuring data is clear and accurate.**
 - ✓ Continually review the integrity of the Foundation's data, ensuring it is as up-to-date and as accurate as possible. Where necessary, play your part in resolving data integrity and performance issues.
 - ✓ **Assist in the development and improvement of processes and procedures around the analysis and release of data and reports.**
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OTHER ACTIVITY

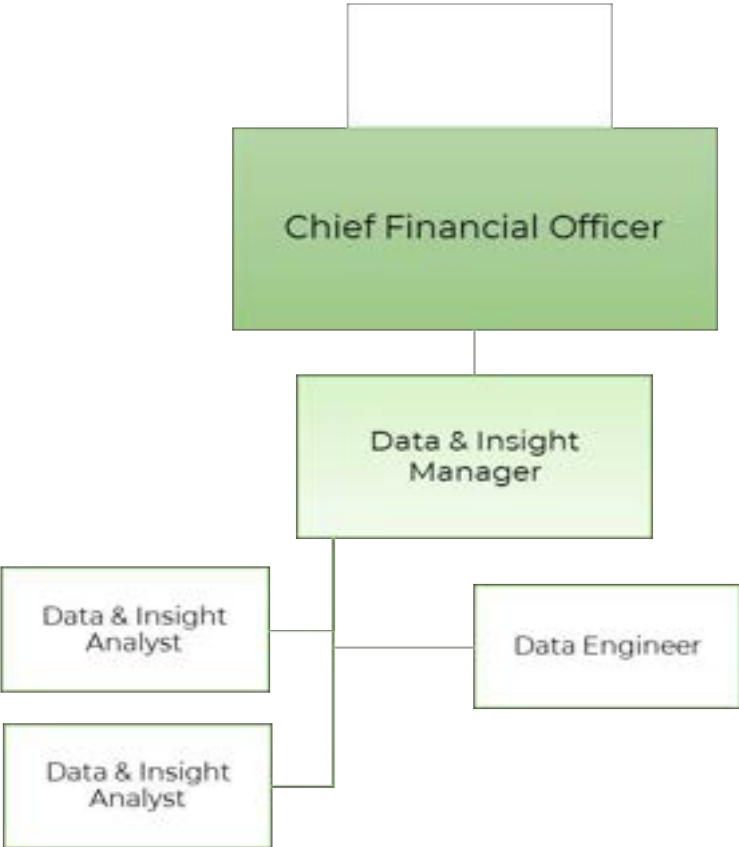
- ✓ Undertake any other reasonable management request, including duties as can be reasonably expected to ensure the smooth running and efficiency of the Insight Team, and wider organisation.
- ✓ **Carry out duties and responsibilities of the post at all times in accordance with Foundation policies.**
- ✓ Ensure compliance with data protection in all matters.
- ✓ **Uphold the 'Four Corners' of the Football Foundation.**



We expect all our teammates to demonstrate a commitment to:

- ✓ **Fair play**, with a commitment to the principles and values of equality, diversity and inclusion.
- ✓ Self-development - being a **star performer**, supporting the growth of the business and requirements of the role.
- ✓ Being a **united team player** - actively contributing to the wider team to complete tasks, meet goals, and help deliver the greatest impact wherever it's needed the most
- ✓ The Foundation's Four Corners and **passionately supporting** the delivery of the Foundation's strategic objectives.

TEAM STRUCTURE

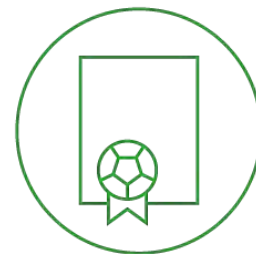


APPLICATION REQUIREMENTS



QUALIFICATIONS

- ✓ **It is essential that applicants are educated to HND/Degree standard, preferably in a related subject matter, or have equivalent experience**



ESSENTIAL KNOWLEDGE & EXPERIENCE

- ✓ Experience of using SQL databases, with the ability to write SQL queries independently.
- ✓ **Ability to analyse data sets, drawing out key insights and sharing these findings in a clear, concise and impactful way with stakeholders.**
- ✓ Understanding of qualitative and quantitative research methods, with experience of applying these in different scenarios to demonstrate outcomes and impact.
- ✓ **Experience of creating data visualisations/reports/dashboards to clearly demonstrate data using a data visualisation tool, such as Microsoft Power BI, to enable stakeholders to self-serve information gathering.**
- ✓ Proficient in Microsoft Office skills, including advanced Excel skills, with the ability to utilise formulae to analyse data, build Pivot Tables and import data using Power Query.
- ✓ **A proven track record of proactively building and maintaining strong relationships with internal and external stakeholders within a business environment, using your skills to build credibility, enhance understanding and influence decision making.**

DESIRABLE KNOWLEDGE & EXPERIENCE

- ✓ Experience creating formal, written business reports, identifying key findings in a clear and concise way, and identifying recommendations to inform decision making.
- ✓ **Experience of creating and delivering presentations to internal/external stakeholders in an engaging way.**
- ✓ An understanding of evaluation models and techniques, with experience of practically applying these in different business scenarios.



ESSENTIAL SKILLS AND ABILITIES

- ✓ **Using your initiative and expertise to identify and solve problems, develop innovative and creative solutions and suggest improvements to support the needs of the business.**
- ✓ Communicating and presenting complex information and concepts in an engaging way to both technical and non-technical audiences.
- ✓ **Ability to transition between working collaboratively to achieve shared goals, and working independently, focusing on a solo project or objective.**
- ✓ Good planning and time management skills, developed from prioritising and delivering multiple tasks seamlessly and effectively manage competing priorities.
- ✓ **Investigating and looking at ways to utilise new technologies and approaches to drive improvements.**
- ✓ Strong attention to detail developed through working with extensive and complex datasets.



APPLICATION OFFER – DATA & INSIGHT ANALYST



SALARY & BENEFITS

- ✓ The salary band for this role is **£37,000 - £42,000 per year dependent on 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.

**Closing date for applications:
9 September 2024, 09:00**

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:

18, 19 & 20 September 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

