

Director of Programmes Recruitment Pack

December 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.

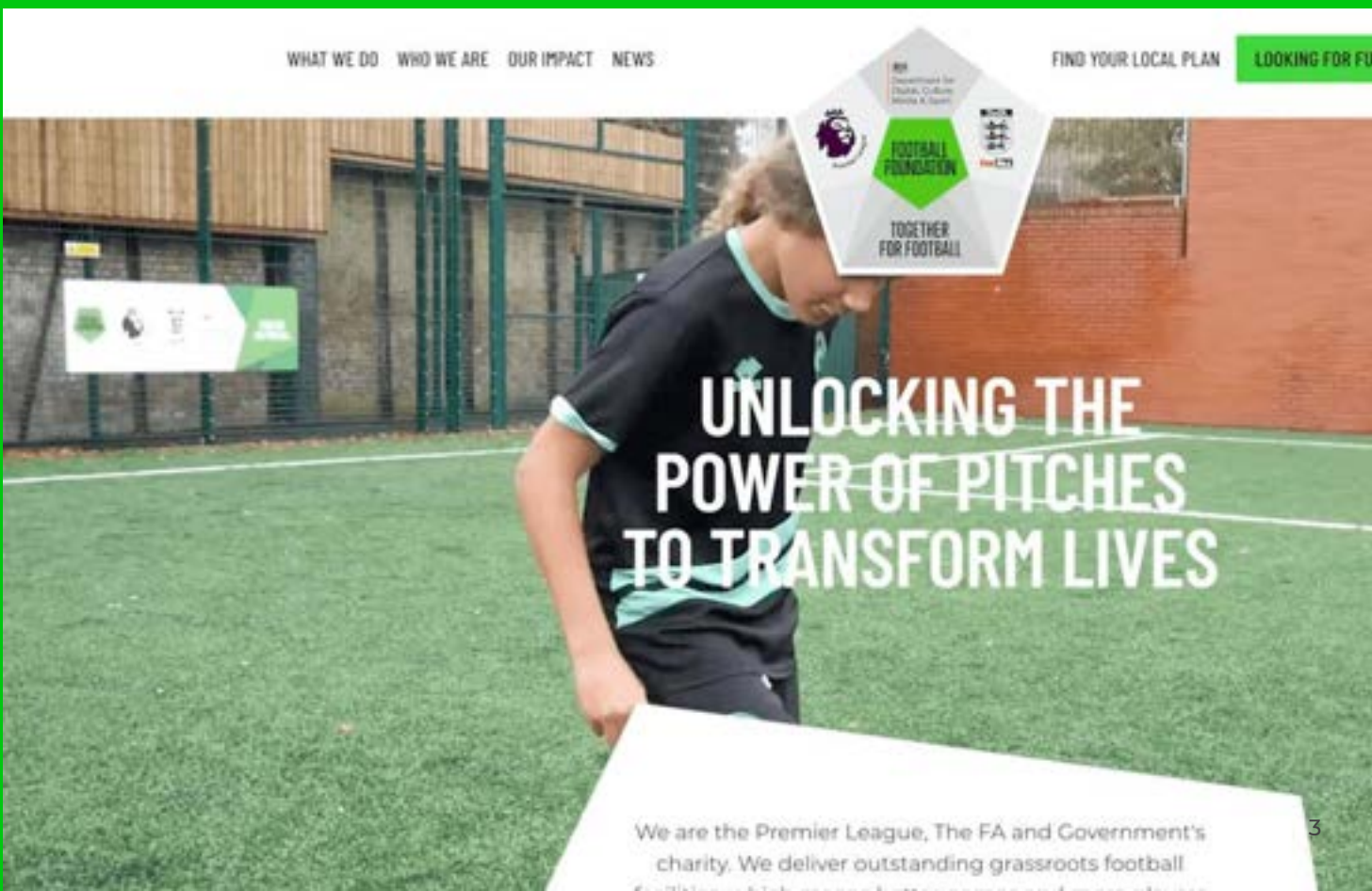
I hope you take the time to apply.

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.



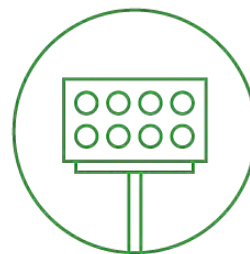
Over the last 22 years, the Foundation has awarded more than 23,000 grants to deliver outstanding grassroots facilities across England worth more than £877 million. This year, the Foundation will be investing more money than ever into facilities across England and is committed to improving the experience 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 regularly 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 also be required to come into the office to attend our quarterly two-day Squad Meet-Ups and for any other business need.

THE ROLE - Director of Programmes



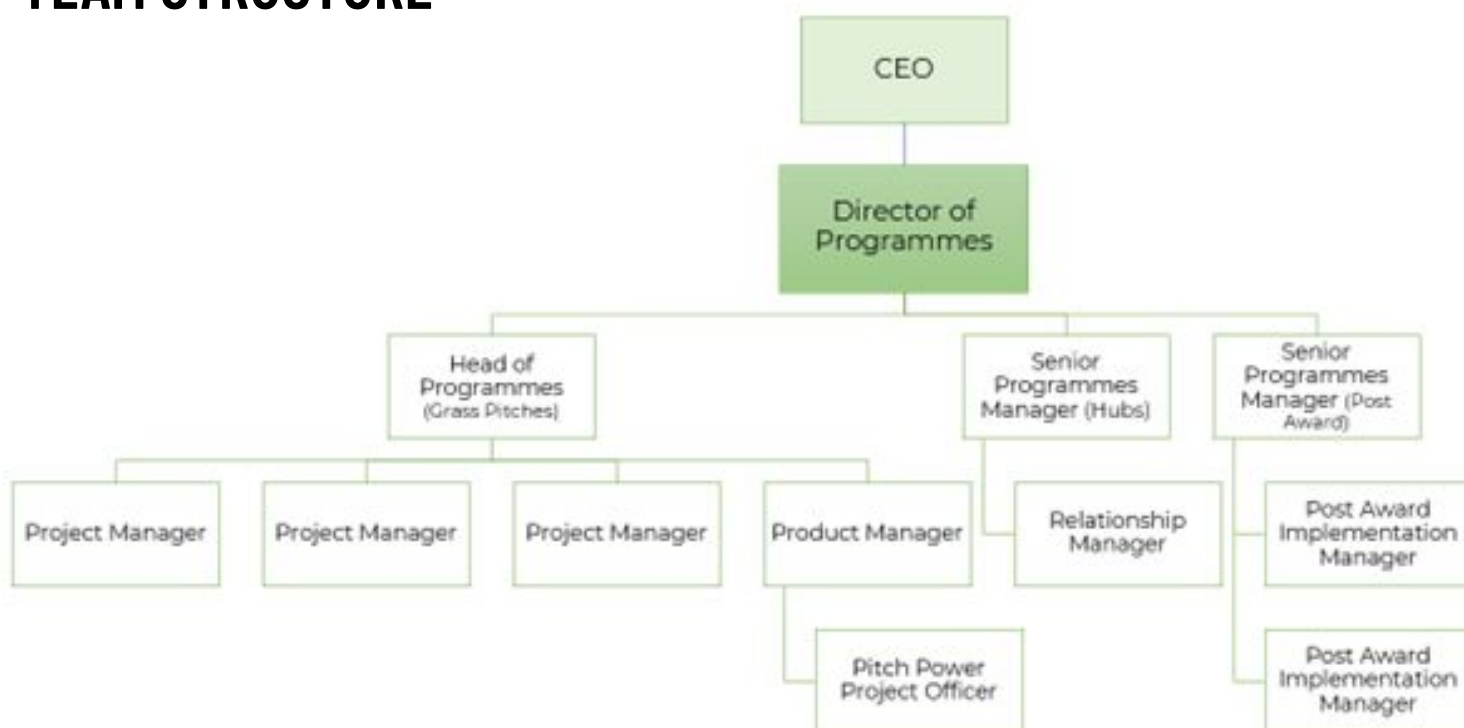
The Director of Programmes is responsible for the strategic leadership and management of the Programmes Directorate. Reporting to, and working closely with, the Chief Executive and Board of Trustees, they help define the strategic direction of our core key programmes and new business opportunities driving progress and results.

In addition, they lead our post-award review project, ensuring that our systems and processes support sustainable investments. This will help maximise the impact of our funding partners' significant contributions, aligning outcomes with our performance management framework.

As a member of our Senior Management Team (SMT), The Director of Programmes supports the CEO in steering the organisation towards continuous improvement and success, serving as a trusted adviser to the Foundation Group Board and Panels, and contributing to the Foundation's overall strategic vision.

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.

TEAM STRUCTURE



KEY RESPONSIBILITIES



Strategic Development

- ✓ Translate the organisational strategy into ambitious, impactful programmes, ensuring partner collaboration and engagement, and measurable results.
- ✓ **Lead core strategic programmes, including grass pitches, multisport advisory services, and Hubs, reporting on performance against objectives.**
- ✓ Oversee the development of new and tech-enabled Post Award processes to ensure grant awards are delivering the intended outcomes.
- ✓ **Manage the Pitch Replacement Fund to safeguard Foundation investment and ensure the sustainability of 3G pitches.**
- ✓ Sponsor key projects, ensuring they are developed in line with the Foundation's strategic objectives.
- ✓ **Build high-level relationships with our Funding Partners, key stakeholders, other National Governing Bodies, and industry partners to develop new programmes and secure additional income streams.**
- ✓ Serve as the main contact with the National Football Trust Chair, ensuring Leisure United delivers against both their financial business case and the outcomes associated with Foundation grant awards.
- ✓ **Provide briefings and recommendations to Trustees/Directors at Board and Advisory Group meetings on matters related to Programme development and the wider business.**
- ✓ Structure the Programmes Directorate to deliver effectively on strategy and performance measures.
- ✓ **Proactively manage risks, develop mitigation plans, and escalate issues as needed.**
- ✓ Represent the Foundation at events, promoting its vision, mission, and objectives to key stakeholders.

Leadership

- ✓ Foster a strong sense of purpose, with a deep understanding of how the Programmes Team's work drives the organisation's success
- ✓ **Lead, mentor, and support the team, creating a high-performance environment where everyone can thrive.**
- ✓ Advocate for the Foundation's work, building strong relationships with external partners and enhancing its profile.
- ✓ **Manage team capacity, workload, and resources to meet the department's needs effectively.**
- ✓ Support team performance and growth through regular one-to-ones, clear direction, and open, honest feedback.

KEY RESPONSIBILITIES



Member of the Senior Management Team (SMT)

The role of the SMT is to support the CEO on matters relating to the strategy and management of the Foundation for its continued improvement and success. SMT members have responsibility for:

- ✓ **Working closely with the CEO to shape and communicate the Foundation's strategic vision, ensuring it informs key decisions.**
 - ✓ Enhancing the Foundation's profile by building strong relationships with Funding Partners, peer organisations, suppliers, and stakeholders.
 - ✓ **Leading on key strategies and projects critical to the Foundation's growth and impact.**
 - ✓ Fostering collaboration within the Senior Management Team, promoting a culture of continuous improvement and shared purpose.
 - ✓ **Acting as a positive role model for leadership and contribute to the effective running of the organisation.**
 - ✓ Serving as a trusted adviser to the Foundation Group Board and Panels.
 - ✓ **Championing equality, equity, diversity, and inclusion.**
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OTHER ACTIVITY

- ✓ Support the smooth running of the Programmes Team and wider organisation by fulfilling any reasonable management requests, never forgetting that teamwork is at the heart of what we do.
- ✓ **Uphold the Foundation's policies and principles in all duties and responsibilities.**
- ✓ Handle all matters in line with data protection regulations, ensuring information is managed securely and responsibly.
- ✓ **Embrace and uphold our Four Corners (our company values) in everything you do, fostering a positive and inclusive environment.**



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.

APPLICATION REQUIREMENTS



QUALIFICATIONS

- ✓ **Educated to HND/Degree standard or equivalent experience, preferably in Sports or Community Development.**



ESSENTIAL KNOWLEDGE & EXPERIENCE

- ✓ Deep understanding of sport, community projects, government strategy, and funding opportunities, with expertise in participatory sports development approaches.
- ✓ **Extensive leadership experience, including performance management, workload balancing, and fostering positive team environments.**
- ✓ Proficiency in navigating multi-stakeholder environments with a collaborative and thoughtful approach, ensuring objectives are met, performance information is shared effectively, and expectations are successfully managed.
- ✓ **Extensive experience producing clear, detailed reports for decision-makers and communicating complex information effectively.**
- ✓ Proven experience presenting confidently to Boards or committees, building trust in proposals and arguments.
- ✓ **Strong understanding of the operational and sustainability challenges faced by grassroots football clubs, community organisations, the public sector, and the voluntary sector.**

DESIRABLE KNOWLEDGE & EXPERIENCE

- ✓ Knowledge of capital investment and business management to ensure long-term project sustainability.
- ✓ **Strong knowledge of project management techniques, with the flexibility to adapt them to a dynamic role.**
- ✓ Proven success in managing grant funding or investments and delivering capital or revenue programmes from inception to completion.
- ✓ **Experience as part of a senior leadership team, contributing to the development and implementation of organisational strategy.**
- ✓ Experience embedding community engagement principles into programme design and delivery.



APPLICATION REQUIREMENTS



ESSENTIAL SKILLS AND ABILITIES

- ✓ **Leadership:** A star performer with proven ability in leading, motivating, and inspiring individuals and teams, fostering a collaborative and high-performance culture where team members can perform at their best.
- ✓ **Strategic thinking:** Demonstrates the ability to create and implement short, mid, and long-term strategies for the team while inspiring and guiding them to bring these strategies to life.
- ✓ **Programme development:** Experienced in designing and delivering new programmes, with a focus on monitoring, refining, and driving continuous improvement to ensure long-term success.
- ✓ **Stakeholder engagement:** A passionate supporter, proficient in building meaningful relationships with both internal and external stakeholders at all levels, promoting clear communication, trust, and active collaboration.
- ✓ **Decision making and problem-solving:** Strong analytical skills to assess complex situations, making informed decisions, and resolving challenges effectively.
- ✓ **Communication:** Exceptional verbal and written communication skills, with the ability to present ideas clearly to diverse audiences, including Board members, team members, and external partners.
- ✓ **Project management and leadership:** Demonstrating strong planning and organisational skills, effectively balancing priorities and managing urgent demands for both you and your team. Experienced in driving key strategies, leading projects, and optimising resources to achieve success.
- ✓ **Risk management:** Skilled in identifying and assessing potential risks, providing thoughtful recommendations, implementing effective mitigation strategies, and making well-informed decisions on next steps.
- ✓ **Financial acumen:** Skilled in managing budgets and overseeing the financial performance of projects and programmes with confidence and precision.

DESIRABLE SKILLS AND ABILITIES

- ✓ **Change management:** Skilled in leading organisational change with a focus on ensuring a smooth transition, minimising disruption, and maintaining team morale throughout the process.
- ✓ **Mentoring:** Committed to guiding, supporting, and inspiring others in their personal and professional growth. This includes offering constructive feedback, sharing knowledge, and fostering a positive environment that encourages development and self-confidence.
- ✓ **Innovation and growth:** Proactive in identifying opportunities for growth and improvement, driving innovation to continuously evolve the organisation's offerings to stay ahead and thrive.

APPLICATION OFFER – DIRECTOR OF PROGRAMMES



SALARY & BENEFITS

- ✓ **Highly competitive salary**
- ✓ 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.**



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 (no more than one page of A4).

**Closing date for applications:
19 January 2025, 23:59**

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.

1st stage interviews via MS Teams are currently scheduled for 27 & 28 January 2025.

2nd stage in person interviews to follow.

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

