



**ENGLAND
FOOTBALL**

LINCOLNSHIRE FA

Head of Partnerships & Engagement
RECRUITMENT INFORMATION PACK



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WHO ARE THE LINCOLNSHIRE FA?

Now is an exciting time to be joining the Lincolnshire Football Association. An inspiring and professional organisation, the Lincolnshire Football Association (LFA) is the not-for profit governing body of football in Lincolnshire. We are the home of grassroots football in Lincolnshire, and we are committed to providing opportunities for all our communities to engage in football activities.

We are the guardian of the national game in Lincolnshire. Today we have over 2000 teams under our banner, stretching across one of the largest geographical counties in the country. We have delegated powers from the FA to manage rules and regulations to ensure fair play in the grass roots game, both on and off the pitch. We are responsible for developing the local game and strive to positively influence football participation for all, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

OUR VISION

One Lincolnshire Community, united and inspired by the power of football.

OUR MISSION

To provide our communities with the platform to engage, unite and thrive through a safe and inclusive football experience.

OUR VALUES

As an Association we know that our values and beliefs are key to creating the right culture for us to succeed in the achievement of our Vision and Mission. Everyone who represents Lincolnshire FA strives every day to bring these beliefs to life.

We believe in:

- Acting with integrity, by ensuring we do the right thing and not the easy thing (even when no one is watching) is in the best interest of the game.
- Being progressive in all that we do, always looking for ways to continuously improve through giving our staff the freedom to innovate will help us best meet the needs of the game.
- Being transparent in all that we do will help us build relationships that will stand the test of time as they will be based upon high levels of trust.
- Recognising and rewarding the hard work, effort, and achievements of everyone who supports and makes the game possible 'For All,' which will help us to ensure that people who make a positive difference feel valued and appreciated.
- The pride we have for the work we do drives us to care about everyone involved in football in our community as we know this will be key to making our Vision a reality.





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INTRODUCTION TO THE LINCOLNSHIRE FOOTBALL ASSOCIATION



In 2021 the Association adopted a five-year strategy, 'One Lincolnshire Community, united and inspired by the power of football'. The five-year strategy was developed to enable the Association to plan and allocate resources effectively and efficiently to best meet the long term aims and aspirations of our members, wider stakeholders, and our communities.

We have just completed a review of our strategic priorities, and a number have been successfully delivered over the last three years. As such, this review has led to an updating and extending of our strategy to cover the period 2024-2028, and a commitment to new strategic areas for development for the game in Lincolnshire over the next four years.

Following the development of the national FA's grassroots' strategic framework, and as part of the annual review process, the synergies between the new national framework and our current strategy aligned so the decision was made to adopt the new national FA framework whilst retaining our current vision, mission and values. This approach will ensure clear alignment with the national FA whilst retaining the ability to implement and deliver local solutions to meet local needs.

Our strategic aims moving forward are:

- Tackling poor behaviour
- To develop and support thriving community clubs
- Continue to develop equal opportunities for Women & Girls to play
- Improve playing choice & opportunities
- Build more & improve existing facilities
- Develop a valued network of Volunteers, Coaches, and Referees

Whilst the Association continues to be challenged in a number of ways as the game grows and adapts to how people live their lives and wish to access their passions and hobbies, I passionately believe the Association and the grassroots game in Lincolnshire are in a strong position to further develop and enhance the opportunities available to our communities. Whilst the future promises to be challenging, as we embed our strategy, delivering key targets and objectives it is also an exciting time to be at the forefront of developing football across the county.

**Nick Hanson
CEO**





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THE ROLE HEAD OF PARTNERSHIPS AND ENGAGEMENT

The Lincolnshire Football Association is seeking to recruit a Head of Partnerships and Engagement to support the delivery of The FA National Game Strategy and the Lincolnshire FA's strategy in partnership with key stakeholders across Lincolnshire.

This pack provides information and background, to assist individuals when considering whether they have the relevant skills and attributes required for the role.

To be successful, applicants must be able to demonstrate an understanding of the role and how their expertise and experience will enable them to meet the essential and desirable criteria. The interview panel must be convinced of the individual's ability to forge sustainable long lasting partnerships and of their creativity, inspiration, and professionalism for the role.

Applicants should have knowledge and experience of engaging with key stakeholders, building long term partnerships that supports the delivery of strategic outcomes. This will include identifying and delivering commercial partnerships and opportunities. Ideally the applicant will have an understanding of grassroots football and experience of working with volunteers

in sports/football. They should be computer literate, with good presentation and communication skills, be able to work under pressure, manage multiple priorities and meet deadlines. They will need to demonstrate exceptional customer service, be able to lead and work as part of a team with excellent planning skills and be able to work occasional evenings and weekends.

The successful applicant will report directly to the Chief Executive Officer and have line management responsibility for the Media, Marketing and Events Officer.

The Lincolnshire FA is committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and information provided.





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WHAT CAN THE LINCOLNSHIRE FA OFFER?

- An exciting opportunity to join a forward thinking, progressive sports organisation
- The position has a salary of banding of £33,356-£37,175
- A modern hybrid working model
- An exciting opportunity to collaborate with key stakeholders within the grassroots and professional game
- A commitment to empowered and supportive personal and professional development
- A Workplace Pension Scheme
- Access to our health and dental support plan
- Access to some FA employment benefits
- Hours of work are 35 hours per week between 9am to 5pm, Monday to Friday with occasional evening and weekend work
- This position will receive 33 days annual leave including banks holidays

For any questions about the role or if clarity is required on the recruitment pack, please contact Nick Hanson CEO at nick.hanson@lincolnshirefa.com or 01522 596580.



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APPLICATION PROCESS

To apply please complete and return the application form and the following Equality & Diversity monitoring form. Please follow link below:

- **diversity monitoring form**



SEE LINK HERE

The closing date for applications is **9am on Monday 7th October 2024** although the Lincolnshire Football Association reserve the right to close the process earlier than advertised.

Interviews will be conducted w/c **21st October 2024**.

To apply please email to Nick.Hanson@LincolnshireFA.com, with the subject line, Strictly Private & Confidential or by post to the following address:

Strictly Private & Confidential
Mr Nick Hanson
Chief Executive Officer
Lincolnshire FA
Deepdale Enterprise Park
Deepdale Lane
Nettleham
Lincoln
LN2 2LL





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HOW THE ORGANISATION IS PRACTISING INCLUSIVITY

Equality, Diversity and Inclusion (EDI) is firmly embedded across the organisation, and is outlined in our five-year strategy 'One Lincolnshire Community, united and inspired by the power of football'.

The County Football Association has made tremendous progress within the EDI space in recent years, with the award of the Preliminary Level of the Equality Standard for Sport and the subsequent production of our Diversity and Inclusion Action Plan (DIAP).

The DIAP is a three-year plan that provides a robust, evidence-based and unified approach to driving EDI within Lincolnshire, ensuring that everyone involved

at Lincolnshire FA are involved on the journey to make football as inclusive as it can be. Some key areas of focus within our DIAP include levelling the playing field for women and girls, further developing opportunities within the disability pathway, and engaging with historically underrepresented communities within football in Lincolnshire.

The Inclusion Advisory Group (IAG) are responsible for checking, challenging and guiding Lincolnshire FA to make our operations as inclusive as possible. The group is made up of volunteers who have a passion for inclusion, and were instrumental in the development of the DIAP.





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ROLE PROFILE

Job Title	Head of Partnerships & Engagement
Reports to	CEO
Salary	£33356 - £37175
Role Purpose	<ul style="list-style-type: none">● As a member of the Senior Leadership Team manage the delivery of The FA National Game Strategy and the Lincolnshire Football Association Business Strategy.● To manage how the Association engages with its stakeholders and the general public.● To support England Football Accredited clubs to become more sustainable through engagement with the community club framework, alignment of support services and stakeholder collaboration.● To identify new and maximise existing corporate sponsorship and partnership opportunities to generate additional revenue for reinvestment back into grassroots football.● To assist the organisation as we adapt to digital ways of working.● To contribute to the effective implementation of The FA's Safeguarding 365 Standard for County FAs.● To comply with FA rules, regulations, policies, procedures and guidance that is in place from time to time.
Direct Reports	Media, Marketing & Events Officer
Location	Lincolnshire FA Office with opportunity to work at home as agreed with line manager
Working Hours	35 hours a week
Contract Type	Fixed term until 30 th June 2028





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KEY ACCOUNTABILITIES

PARTNERSHIPS (COMMERCIAL)

- To build and maintain strong relationships with potential partners and key stakeholders.
- Be a strong advocate for the Association and the sporting community at large, adding value for the benefits of reinvesting in grass roots football and the benefits this gives to the wellbeing of the communities.
- Develop and implement a commercial strategy.
- To understand, analyse and interpret Association data to support the sale and delivery of commercial opportunities.
- Analyse, and use data and insight, to support decision making that meet local stakeholder needs.
- Identify, approach, and conclude partnership agreements with organisations in the local/regional business community.
- Manage new and existing commercial and non-commercial partnerships to ensure mutual expectations are delivered.
- Lead on partnership development work including training of the team when they will be engaging with existing partners.

PARTNERSHIPS (CLUBS AND LEAGUES)

- Identify, manage and develop relationships with key partners (clubs and leagues) to meet the strategic objectives of the Association.
- Manage the delivery of the Associations Innovation programme to meet the needs of clubs and Leagues.
- To understand, analyse and interpret Association data to engage and motivate our partner clubs and leagues.
- Strategically lead delivery of the volunteer workforce development programme, liaising with key stakeholders to meet the needs of those in the game.
- Develop and manage positive relationships with 2-star and 3-star Accredited clubs by engaging key club leaders.
- Engage 2-star and 3-star Accredited clubs with the Thriving Community Clubs Framework and support them with completing relevant assessments for each pillar on the Club Programme Platform.



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- Identify, build and maintain relationships with key stakeholders, including FA Club Consultants, the Football Foundation, casual workforce roles (e.g. Community Champions), and other strategic partners to support the development of Thriving Community Clubs.
- Collaborate with FA Club Consultants to identify needs based on framework insights and design appropriate interventions.
- Adopt a strategic approach to deploying national professional services, technical experts and any local resource to support the growth and sustainability of Thriving Community Clubs.
- Identify facility development opportunities within Thriving Community Clubs to County FA Facility Leads.
- Develop positive relationships with the Men's National League System (NLS) and Women's Football Pyramid (WFP) clubs within the County FA.

ENGAGEMENT

- Manage the Media, Marketing and Events team in line with personal and performance reviews; setting targets, monitoring performance and identifying training requirements.
- Manage budgets and provide reports on a quarterly basis.
- Oversee the development of a marketing strategy to promote the work of the Association.
- Develop links within the local media to ensure improved regular coverage.
- To assist the development of the team's understanding and use of data and digital technology.

GENERAL

- Help develop a data-informed approach across the business.
- Contribute to ensuring that safeguarding and equality are embedded throughout the <Association> and grassroots football.
- Collaborate with the Designated Safeguarding Officer in all matters involving under 18s and adults at risk, including risk assessing relevant activities that involve U18 course participants.
- Listen to and consult with under 18s on their experiences of grassroots football and utilise the feedback to enhance the service delivery.
- To support the adoption of FA technology systems across grassroots.
- Ensure customer enquiries are managed promptly and professionally in line with the CFA values, policies and procedures.





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- Collate information and reports on the delivery of the Key Performance Indicators (KPIs) and provide progress reports, both quantitative and qualitative to the CEO, Board, The FA and other partners when directed.
- To be an ambassador for the Lincolnshire Football Association positively promoting the sport and those that work and volunteer within it.
- Carry out any other duties prescribed by the County CEO in order to meet Lincolnshire CFA's changing priorities.
- To work in accordance with The FA Safeguarding 365 Operating Standards and abide by the Safeguarding Code of Conduct and to ensure that the Lincolnshire CFA effectively implement and maintain the FA's Safeguarding 365 Operating Standard within Football.
- Required to work some evenings and weekends to meet the needs of the business.
- Ensure compliance with CFA's health and safety policies.

CFA VALUES AND BEHAVIOURS

THE JOB HOLDER WILL BE EXPECTED TO UNDERSTAND AND WORK IN ACCORDANCE WITH THE VALUES AND BEHAVIOURS DESCRIBED BELOW

- Acting with **integrity**, by ensuring we do the right thing and not the easy thing (even when no one is watching) is in the best interest of the game.
- Being **progressive** in all that we do, always looking for ways to continuously improve through giving our staff the **freedom** to innovate will help us best meet the needs of the game.
- Being **transparent** in all that we do, will help us build relationships that will stand the test of time as they will be based upon high levels of **trust**.
- **Recognising** and rewarding the hard work, **effort**, and achievements of everyone who supports and makes the game possible 'For All,' which will help us to ensure that people who make a positive difference feel valued and appreciated.
- The **pride** we have for the work we do drives us to **care** about everyone involved in football in our community as we know this will be key to making our vision a reality.



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PERSON SPECIFICATION

QUALIFICATIONS

ESSENTIAL

- A degree level qualification or 2 years' experience (sports development and or commercial development)

DESIRABLE

- A business, marketing or related qualification

KNOWLEDGE, EXPERIENCE & SKILLS

ESSENTIAL

- Practical experience of sport development and or commercial development.
- A proven track record in successful partnership management.
- Ability to work strategically with partner organisations across different sectors.
- Self-motivated strategic thinker with excellent leadership, planning and decision making skills.
- Ability to build trust-based relationships.
- Exceptional communication, interpersonal and influencing skills.
- Excellent internal and external stakeholder relations and customer service skills.
- Project management skills and experience – to plan, set and achieve objectives within deadlines.
- Ability to coach, develop and manage the performance of staff.
- Ability to use data to monitor and evaluate programmes.
- Understanding of digital technology and data principles.

DESIRABLE

- Experience of utilising mapping programmes to support strategic and logistical planning.
- Knowledge and understanding of The FA's National Game Strategy and how the County FA Business Plans support its delivery.
- Knowledge and understanding of working with volunteers.
- Practised at developing networks and relationships with a variety of stakeholders in order to support the delivery of strategic priorities.
- Skilled in creating, delivering and maintaining pathways which support the growth, transition and retention of players.
- Capability to create multiple reports, budgets and plans.
- Knowledge and experience of working with Lincolnshire FA Member Clubs and Leagues.
- Experience of safeguarding in sport.
- Willing to work unsociable hours, including evenings and weekends (as required).





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KNOWLEDGE AND EXPERIENCE

ESSENTIAL

- Excellent organisational and time management skills with the ability to work under pressure and meet deadlines.
- Possess a dynamic, progressive attitude towards innovative practice and process.
- Excellent IT skills including the use of Microsoft Office applications.
- Budget management skills.
- Knowledge of good people management practice.
- Knowledge of the structure and partner organisations within football both nationally and within the County FA locality.
- Demonstrate a working knowledge of and commitment to safeguarding, equality, diversity and inclusion.
- Ability to work independently and as part of a team.
- Commitment towards personal development and training.

ENHANCED DBS CHECK REQUIRED

YES

CLEAN, FULL DRIVING LICENCE?

YES

JOB DESCRIPTION REVIEWED AND MODIFIED BY:

Nick Hanson – CEO

DATE JOB DESCRIPTION REVIEWED AND MODIFIED:

28th August 2024

JOB DESCRIPTION AUTHORISED BY:

Nick Hanson

SIGNED BY JOB HOLDER (ON APPOINTMENT):

DATE SIGNED:



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APPLICATION FORM

The decision to invite you to attend for interview will be based on the information you provide on this form. The Lincolnshire FA is an Equal Opportunities Employer.

Position applied for:

PERSONAL DETAILS

Please complete in BLOCK CAPITALS

First Names:

Surname:

Mr / Ms / Mrs or preferred title:

Are you over the age of 18?

Address:

Post Code:

Email Address:

What is the best day and time to contact you?

What is the best number to contact you on?

Do you hold a full current driving licence?

Do you have an accepted FA DBS (Criminal Records Check)*

*If you do not hold an FA DBS, it may be a requirement for this to be completed before appointment.

EDUCATION AND TRAINING

Please provide details of your education, qualifications and training that you have completed or are currently undertaking.

Dates	Details of School/College/Institution	Course or Qualification	Grade

Please attach a continuation sheet if required





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EMPLOYMENT & VOLUNTEERING HISTORY

Starting with your present or most recent job, please give a summary of all employment, including any freelance and relevant unpaid / voluntary work. Please include start and end dates for all positions held, the name of employer, nature of business, your job title and brief details of your responsibilities. Also include salary and benefits package (where applicable and relevant).

Dates	Employers name/nature of business	Job title	Key Responsibilities	Salary/ Benefits

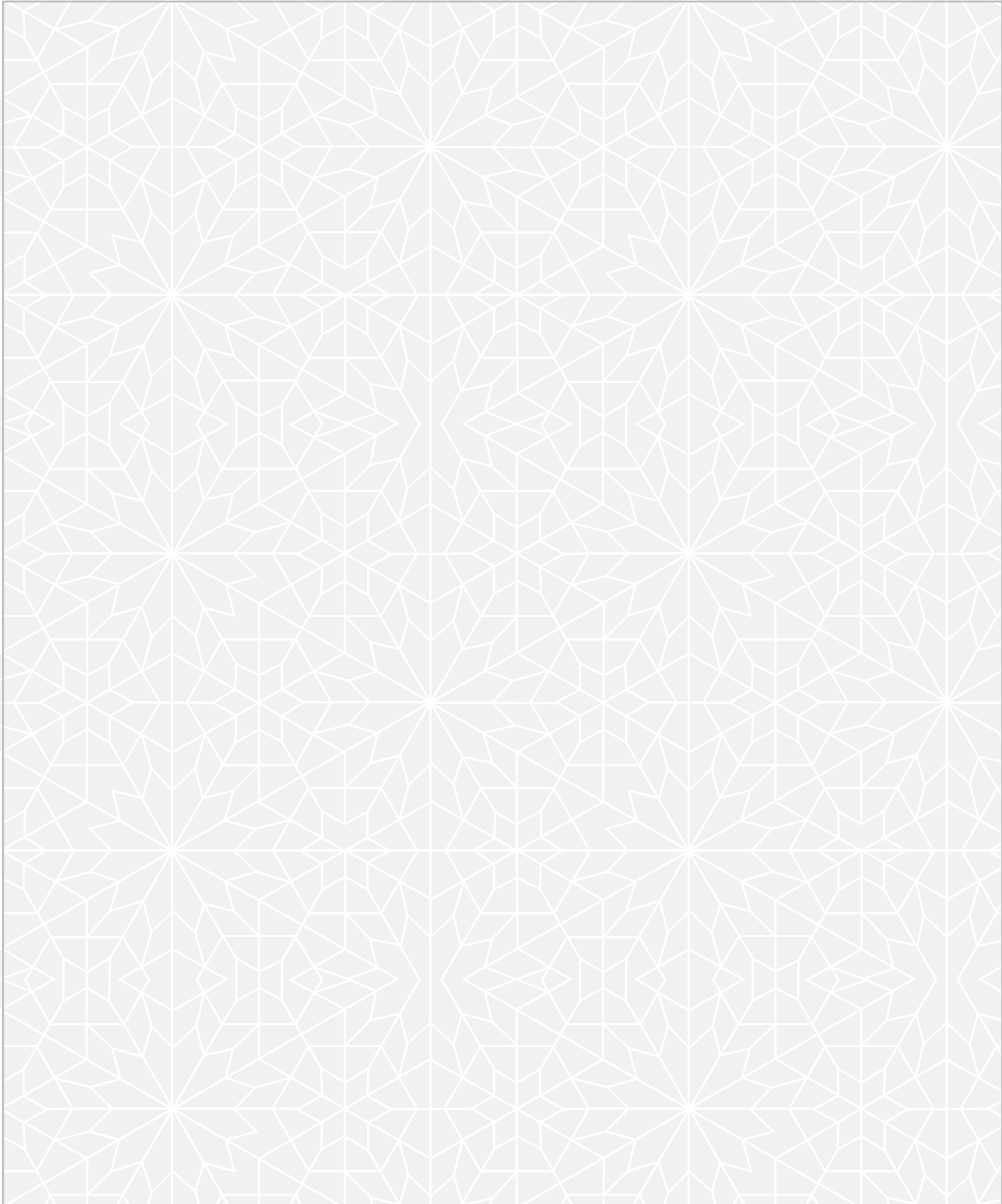
Please attach a continuation sheet if required

HOW DO I MEET THE REQUIREMENTS OF THE ROLE?

Please outline the skills and experience that you have which are appropriate to demonstrate your suitability for the advertised role and how you would meet the essential and desirable knowledge, experience and skills required. Please include any paid work, unpaid/voluntary work which is relevant to the role we are recruiting for. In your application please ensure you have read and fully understand the job advertisement and the role description provided.



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NAMES AND ADDRESS OF REFEREES

Please give the name and address of two referees, one being your most recent employer

	First Referee	Second Referee
Name		
Address		
Postcode		
Telephone		
Email		
Relationship to you		

ADDITIONAL INFORMATION

Do you require a work permit or are there any restrictions on your ability to work in the UK?

If yes, please give further details:



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If your application is successful what notice period would you have to provide your current employer?

DECLARATION

I give my consent to the storage of personal data contained within this form for the purposes only of this application process. I can confirm and declare that the information provided on this form, to the best of my knowledge is complete, accurate and not misleading.

Signature:

Date:





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