



IS WHERE IT STARTED

WEST RIDING FA

EQUALITY, DIVERSITY & INCLUSION LEAD

VISION:

**TO CREATE ENJOYABLE EXPERIENCES AND
HELP FORM LASTING MEMORIES THROUGH FOOTBALL**

PURPOSE:

MORE PEOPLE PLAYING MORE OFTEN



ABOUT WEST RIDING FA

The West Riding County Football Association (West Riding FA) is the governing body of football in the county of West Riding (West Yorkshire and surrounding areas). We are the 5th largest County Football Association in the country and oversee all aspects of the game within our boundary.

We are responsible for providing the structure and support that enables our players, coaches, volunteers, and referees to perform their role with ease. Our utmost priority is that every participant in our county is given the opportunity to develop in a progressive and enjoyable environment.

In addition to our governance responsibilities, we concentrate heavily on the development of the local game and maintain a strong emphasis on the evolution of our stakeholders. By promoting 'Football for All' we encourage participation from all backgrounds and sections of society, inclusive of all protected characteristics.

By developing innovative programmes and cultivating opportunities in alignment with our governing body (The FA), we deliver the

The FA Grassroots Football Strategy in our County. We are immensely proud of our thriving culture throughout the non-professional game, a sector widely referred to as "Grassroots" football.

We believe it is essential to uphold our traditions and embrace the legacy of our past. However, we are very much a progressive organisation, happy to celebrate our history without residing on it.

Although the West Riding FA has been the governing body of all association football in the county for over 100 years, today we are an energetic, innovative, and ever-changing organisation.

As a not-for-profit organisation, West Riding FA reinvests back into the game any surplus in funds into improving products and services to grassroots football, growing, and retaining the game at all levels and formats, and supporting the workforce and facilities infrastructure to drive the game forward.



OUR STRATEGY

Our Strategy cycle is aligned to that of the Football Association with each cycle comprising 4 years. The current being 2021-2024.

**REVIEW THE WEST RIDING FA
RE-SET STRATEGY 2021-24 HERE**



**REVIEW THE FOOTBALL ASSOCIATION'S
GRASSROOTS STRATEGY HERE**



OUR STRATEGIC PRIORITIES



KEY PERFORMANCE INDICATORS

- # REGISTERED MALE PLAYERS
- # REGISTERED FEMALE PLAYERS
- # REGISTERED DISABLED PLAYERS
- # OF NEW WEETABIX WILDCATS PROVIDERS
- # OF WEETABIX WILDCATS PROVIDERS
- % OF YOUTH CLUBS WITH AT LEAST ONE GIRLS' TEAM
- MEETS THE FA THE STANDARD FOR FEMALE YOUTH COMPETITION PATHWAY
- # OF CLUBS PROVIDING FULL FEMALE PLAYER PATHWAY
- # GRASS PITCHES ACHIEVED 'QUALITY GRASS PITCH STANDARD' THROUGH ASSESSMENT
- % YOUTH TEAMS WITH A QUALIFIED COACH
- # OF LEARNERS ATTENDING CPD (NOT UNIQUE LEARNERS)
- # REFS RECRUITED
- # REFS CONVERTED
- # REFS RETAINED
- # REFS PROGRESSED
- ACHIEVE THE EQUALITY STANDARD FOR SPORT – PRELIMINARY LEVEL
- MEET THE SAFEGUARDING OPERATING STANDARD
- MEET THE FA CODE OF GOVERNANCE
- MEET FA FINANCE OPERATING STANDARD

ROLE:	Equality, Diversity, and Inclusion Lead
CONTRACT TYPE:	Fixed Term until 30 th June 2028
HOURS PER WEEK:	35 hours
SALARY:	£33,000
BASE:	West Riding County FA Headquarters, Fleet Lane, Woodlesford, Leeds, LS268NX
ADDITIONAL BENEFITS:	<ul style="list-style-type: none"> • Bike to Work Scheme • Cash Plan (Medical) • Nike Kit • Death in Service Insurance • Employee Pension Scheme • Time off In Lieu Policy • Working from Home Policy • Flexible Working Policy • Individual Training and Education Support Packages

Grassroots football is our bread and butter. It's an incredible, dynamic environment for players and volunteers and it's our job to support everyone who makes our number one sport happen week in week out.

We employ a small team of 17 people across a range of roles including facility development, coach and referee development, club and league development, safeguarding, equality, inclusion and diversity and commercial delivery.

We (West Riding FA) are a progressive and inclusive organisation dedicated at developing and governing the grassroots game within our county. We are committed to creating a diverse and inclusive football community that welcomes everyone and celebrates individual difference. To further strengthen our commitment to Equality, Diversity and Inclusion (EDI), and help us deliver on one of the most pressing issues currently facing the business and grassroots sports today, we are seeking an experienced and passionate individual to join our team in a newly formed role as Equality, Inclusion, and Diversity Lead.

This is an exciting opportunity for someone to help drive forward our commitment to embedding EDI in our internal culture, and using our platform and sphere of influence, to effect change in the communities that we serve.

As an active and collaborative member of the Senior Management Team (SMT) you will ensure departmental needs are achieved, prioritised, and fully integrated within the overarching strategic plan as well as managing, developing, and supporting the network of stakeholder groups (consultation and

strategic) and key professional relationships across the county to provide a voice for protected characteristics/ historically underrepresented communities.

You will be the focal point of all EDI work, providing strategic advice to the Board, leading, and influencing the wider executive operational team and ensuring effective implementation of actions detailed in EDI focused Action Plans ([Race Equality Plan](#), FA Equality Action Plan, Disability Football Action Plan) and future iterations thereof.

The role will report to Chief Executive Officer. The ability to lead and influence across the organisation and within the voluntary sector will be critical to success.

A thorough training programme will be provided to get you up to speed as well as ongoing professional development opportunities to help you achieve your best and climb the ladder.

FURTHER INFORMATION

Email: hannah.simpson@westridingfa.com

Phone: 0113 2821222

HOW TO APPLY

To apply for this position, please complete and return the online application form: ['Application – Equality, Diversity & Inclusion Lead'](#).

Closing date: 12 noon on Tuesday 10th October 2023

Interviews: Week beginning 23rd October 2023

EQUALITY AND DIVERSITY

We (West Riding FA) are committed to equality and diversity. We strive to be fully representative of the community we serve by ensuring that all job applicants and members of staff are treated equally, without discrimination because of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age.

Please complete the [Diversity Monitoring Form](#). Completing this form is voluntary. You are not obliged to answer any of these questions but the more information you supply, the more effective our monitoring will be. All information detailed will be treated anonymously and not be shared with the Recruitment Panel for the role you are applying for.

We are committed to addressing individuals from historically underrepresented groups. We aim to tackle this inequality by shortlisting for interview a minimum of two additional* applicants with ethnically diverse, disability or female characteristics that meet the essential criteria for the advertised roles only.

**these applicants are in addition to the total number of applicants agreed by the selection panel to interview.*

By completing this monitoring form, you are helping us stay relevant within grassroots football across West Riding and the wider region. As part of our continued commitment to equality, diversity, and inclusion we use the data collected in this form to shape our activities, policies, and practices.

SAFEGUARDING CHILDREN, YOUNG PEOPLE, AND ADULTS AT RISK

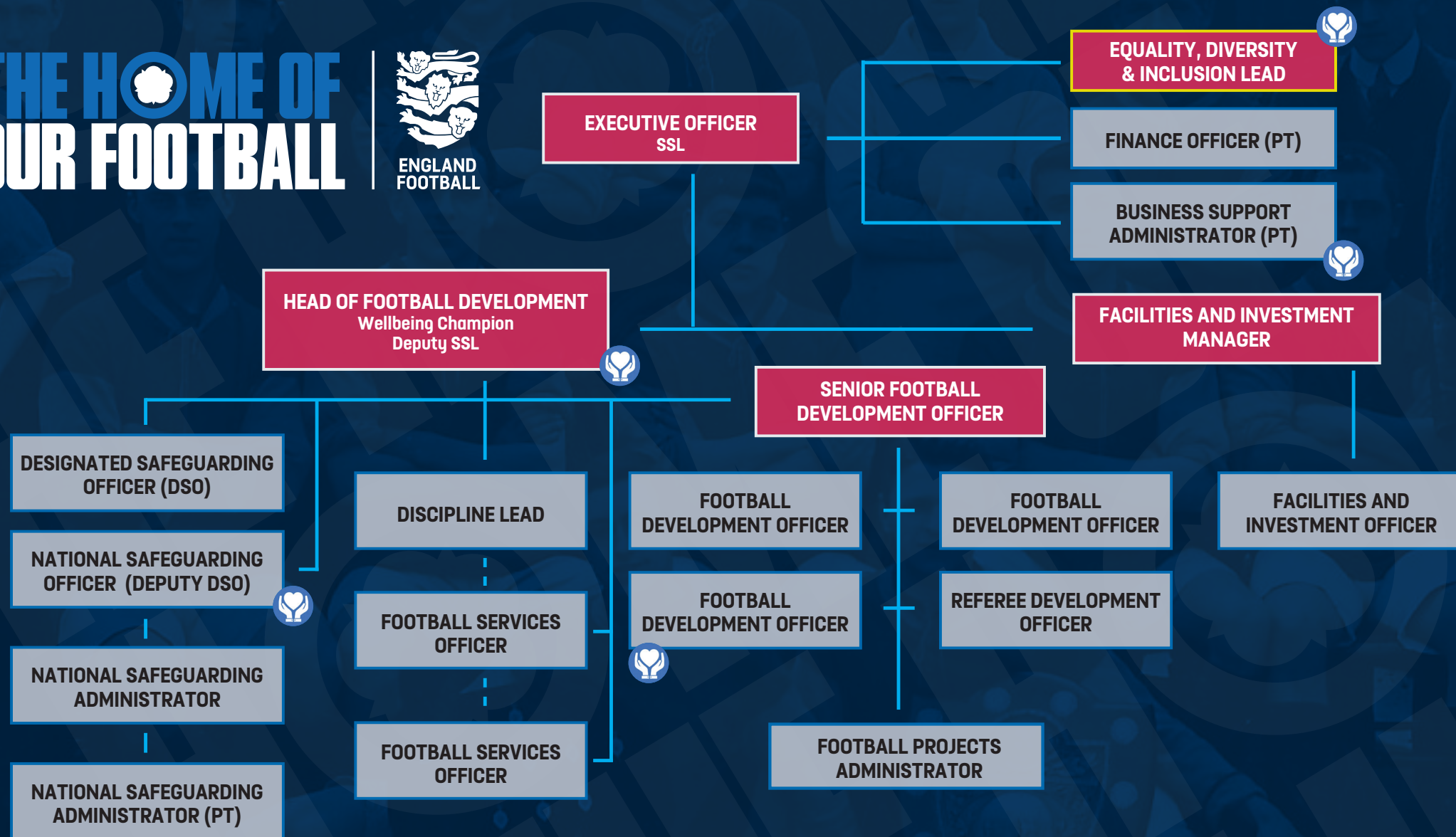
The CFA is committed to safeguarding children, young people, and adults at risk. All eligible roles are subject to an Enhanced DBS Check. This role does not involve regulated activity with children or young people under the age of 18yrs, within the context of the job or any subsequently related activities or responsibilities and does not require an Enhanced DBS check.

If you do not have the formal qualifications specified but can demonstrate skills or experience of an equivalent standard, we would be interested in your application.



STAFFING STRUCTURE

THE HOME OF
OUR FOOTBALL



Senior Management Team

Supervisory Responsibility

Employee Think Tank

JOB ROLE PROFILE

JOB TITLE:	Equality, Diversity, Inclusion (EDI) Lead		
REPORTS TO:	<ul style="list-style-type: none"> Chief Executive Officer 	JOBS REPORTING INTO THE JOB HOLDER:	None

ROLE PURPOSE:

- To provide strategic direction, develop, and embed EDI strategy and co-ordinate all EDI initiatives across the protected characteristics and communities of the West Riding County.
- To work closely with the Inclusion Advisory Group (IAG) and Community Ambassador Groups (CAGs) to deliver the strategic and operational requirements of Equality, Diversity, and Inclusivity across the company to deliver prioritised and continual improvement for all minority groups.
- To provide strategic support and guidance across the organisation to develop our ED&I focus and accountabilities.
- To work with the Board, Executive Team, and stakeholder groups to embed our values and promote a culture that celebrates and embraces difference.

PRINCIPAL ACCOUNTABILITIES/RESPONSIBILITIES

- Devise, implement, revise, and evaluate organisation wide policies, processes and plans to support ED&I and increase ownership and understanding of ED&I, promoting a culture where it is everyone's responsibility.
- To work with the board and executive team to implement the actions detailed in ED&I focused Action Plans (Race Equality Plan, FA Equality Action Plan, Disability Football Action Plan) and lead on future iterations.
- Procure appropriate training to support the board, executive and wider grassroots football participants to develop and maintain ED&I competencies.
- To ensure good practice examples of work are evidenced, promoted, and reported on.
- To lead on the design and implementation of ED&I initiatives across the organisation.
- Support the Board and Executive Team on all aspects of ED&I, identifying how their work can be delivered better to meet the needs of minority communities and other underrepresented groups.

- To champion ED&I as defining values of the organisation through collaborative partnership working, and support responses to relevant policy, consultations, and bids.
- Support and maintain strong working links with external network groups and organisations across the county which provide a voice for protected characteristics/ underrepresented communities, these include, but are not limited to, ethnicity, race, disability, gender, or sexual orientation.
- Manage, develop, and support the network of West Riding FA led stakeholder groups (consultation and strategic) across the county to provide a voice for protected characteristics/ underrepresented communities, these include, but are not limited to, ethnicity, race, disability, gender, or sexual orientation. (i.e Inclusion Advisory Group, Inclusion Advisory Network, Community Ambassador Groups).
- Improve the visibility and understanding of the FA Disciplinary Process by operating as an extension of the Football Services Team (Discipline) to provide a Community Liaison Support Service to victims and perpetrators of discriminatory language and/or behaviour at individual and organisation (club/league) level.
- Support the company to actively embed a focus on ED&I throughout our strategic objectives of influence, voice, support work and positioning.
- Lead the achievement of the Equality Standard for Sport – Intermediate Standard
- To be an active and collaborative member of the Senior Management Team and ensure departmental needs are achieved, prioritised, and fully integrated within the overarching strategic plan.
- Keep abreast with regional, national, and international insights and thought leaders related to all key areas of EDI and relate them to West Riding FA strategy and associated action plans.
- Collaborate with the Board to create a People strategy which delivers targeted improvements to maximise the diversity of successful appointments to the Executive Team and Board of Directors.
- To represent West Riding FA on all aspects of ED&I at events both internally and externally

THE FOLLOWING ARE APPLICABLE TO ALL JOB ROLES AT WEST RIDING FA:

- Contribute to the West Riding FA's delivery of an effective Safeguarding Plan and implement and maintain the FA's Safeguarding Operating Standard within Football.
- Be an advocate of the West Riding FA Brand by compliance with policies, procedures, and brand standards.
- Ensure compliance with West Riding FA Health and Safety policies.
- Execute additional tasks as required to meet West Riding FA's changing priorities

ESSENTIAL CRITERIA

SKILLS

- Highly proficient in influence and negotiation using ambassadorial skills to deliver messages clearly in complex and sensitive environments.
- Ability to successfully chair and facilitate meetings and focus groups.
- Strong investigative skills to gather evidence and information.
- Ability to assess evidence and information critically, identify inconsistencies or gaps and draw conclusion based on available information.
- The ability to mediate conflicts and reach mutually acceptable and/or reasonable solutions.
- Ability to develop strategy/policy documentation
- An ability to develop and deliver, support, and promote EDI from an intersectional approach
- Excellent time management and prioritisation skills.
- Ability to communicate with clarity and in a concise manner both verbally and in writing.
- Excellent problem-solving and decision- making skills.
- Excellent IT skills, including the use of Microsoft Office applications.
- Ability to work independently and as part of a team.
- Ability to work flexibly and sometimes unsociable hours.

KNOWLEDGE AND EXPERIENCE

- Demonstrable leadership experience in EDI development activities concerning to the full range of protected characteristics, including a broad and deep understanding of barriers to change, prejudices and unconscious bias and how to appropriately challenge and remove such barriers.
- Demonstrable experience advising on EDI matters making significant contribution to the EDI strategy.
- Experience of having successfully implemented and held responsibility for the delivery of EDI projects/plans showing clear and tangible delivery of objectives and link to strategic plans from inception to implementation.
- Experienced people manager with demonstrable ability to lead and motivate the executive team, to deliver to hard deadlines on high profile, complex and sensitive projects with multiple external stakeholders as well as sensitive upwards management of the Board and IAG.

- Experience of turning commitment into practical change through influencing others, developing policies/protocols, and delivering projects, that support diversity and promote inclusivity.
- A working understanding and application of inclusion, equality, and anti-discrimination, safeguarding and best practice.
- Knowledge of the structure and partner organisations within football, nationally and within the County FA locality (i.e leagues, clubs etc).
- An ability to engage, using Influence and negotiation, with paid and volunteer workforce.
- Experience in ensuring compliance with processes and minimum standards frameworks.

DESIRABLE CRITERIA

QUALIFICATIONS

- A qualification in an EDI related field
- Educated to A Level or equivalent- If you do not have the formal qualifications specified but can demonstrate skills or experience of an equivalent standard, we would be interested in your application

KNOWLEDGE AND EXPERIENCE

- Experienced in employment law, current affairs, and legislations within the ED&I scope
- Experience working in grassroots football either professionally or as a volunteer.
- Knowledge of the football rules and regulations that govern the grassroots game.
- A basic understanding of the civil principles and procedures including the right to a fair hearing and the rules of evidence.
- Experience in handling disciplinary matters, such as conducting investigations, raising charges, hosting hearings and imposing sanctions.
- Experience working in a charitable, not for profit and/or membership driven organisation.
- A working knowledge and application of GDPR.

FA BEHAVIOURS

PROGRESSIVE

- We embrace new thinking in the pursuit of continuous improvement, Innovation, Creative, Future thinking, Ground-breaking, Problem Solving, Challenge

RESPECTFUL

- We set the standards for respectful behaviour across the game. Maintaining Standards, Role modelling, Respecting others' opinions and values

INCLUSIVE

- We champion and ensure that football is and will remain a game for everyone. Championing, Supporting, Including, Leading, Collaborative

DETERMINED

- We are tenacious and accountable to each other in serving the whole game and doing the right thing. Driven, Stamina, Tenacious, Focused, Resilient

EXCELLENT

- The very best outcome can only be achieved by sustained excellence in performance. Be the best you can be, Striving for success, Excelling, Exceeding expectations



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WEST RIDING FA VISION AND VALUES

VISION

To create enjoyable experiences and help form lasting memories through football

VALUES

TRANSPARENT

- We make our decisions and actions open, honest and consistent
- We keep our communication easy to understand and our processes simple
- We are accountable for our actions
- We make our decisions and actions open, honest and consistent

RELEVANT

- We are present when we are needed
- We act with courage by challenging the status quo and take informed risks
- We remain vigilant and agile to exploit opportunities, maximise efficiencies and performance
- We pursue and embrace innovation and experimentation in pursuit of continuous improvement

INCLUSIVE

- We consult widely to achieve the best collaborative outcome
- We provide equal opportunity to people of different backgrounds, experience, ability, and perspective
- We understand the views, needs, and expectations of everyone involved in the game
- We minimise individual bias and seek diverse opinions when listening to suggestions from others

CARE

- We humanise our interactions and create memorable connections
- We are passionate about delivering a high-quality football experience
- We strive to deliver the very best in everything we do
- We work tirelessly to create and maintain a caring, safe and respectful environment for all participants

FURTHER INFORMATION

This role does not involve regulated activity with children or young people under the age of 18, within the context of the job or any subsequently related activities or responsibilities and does not require an Enhanced DBS check.

This job description is only a summary of the role as it currently exists and is not meant to be exhaustive.

The responsibilities/accountabilities and skills/knowledge/experience/behaviours might differ from those outlined and other duties, as assigned, might be part of the job.

THE HOME OF OUR FOOTBALL

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The Equality Standard
A Framework for Sport

PRELIMINARY

#TOGETHER WE ARE FOOTBALL