



JOB DESCRIPTION | WOMEN'S FIRST TEAM MANAGER

Summary

Job Title: 1st Team Manager (In place for season 2022-23)

Employer: Lewes FC

Hours & Availability: Full Time Role

Start: In place for season 2022-2023

Reports to: Head of Performance

Reports: 1st Team Technical Staff

Key relationships: 1st Team Performance Staff, General Manager, CEO, Directors

Location: The Dripping Pan, Lewes, Mountfield Road

1st Team Manager Role

- Create a high-performance culture which is inclusive and safe, where athletes & staff thrive and reach their potential
- Lead and manage a successful first team
- Be a responsible guardian of the women's game and its history, and a pioneer of its exciting new era
- Play a part in moving the football club forward; develop infrastructure, processes, and ways of working that increase chances of future success and sustainability
- Work well with the pathway teams to support player and coach development into the first team / professional football
- Take a key role in ensuring WSL or Championship licence criteria are met
- Commit to embedding greater diversity across leadership teams, team operations, coaching setups, player care and development structures

Application Process:

Please submit your formal interest in the position by sending an email (**Subject: 1st Team Manager | Your Name**) to: applications@lewesfc.com with

- Your CV
- A Cover Letter
- The names of 2 professional references (will not be contacted until the final stage)
- The names of 2 personal references

The deadline for submission is midnight on February 16, 2022.



Please clearly articulate in your cover letter how your experience and personal characteristics align with the values and ambitions of Lewes FC, as well as provide evidence of how your qualifications and experience in the women's professional game would prepare you to reach the desired outcomes and fulfil the role described below.

Interview Process

Please review the dates below and note in your application email if you would prefer to attend the interview process in person or online, and if any of the below dates would not work with current commitments.

- Short List Process: February 16 – 25
- Stage 1 Formal Interview Process: March 4,7,9,10
- Stage 2 Formal Interview Process: March 14 – 25
- Final Interviews & Meetings: March 28 – April 1

Important

Do not be put off from applying for this role if you do not meet all the requirements described here in every way. First and foremost, we seek people with clear ambition and drive for success, who are fully aligned with the values and principles of Lewes FC and who have the attributes to contribute to the development and success of our football club.

Lewes FC prides itself as an equal opportunity employer and we encourage and welcome applications from all candidates including those from under-represented backgrounds such as women, people with disabilities, BAME and LGBTQ+ candidates.

Given the low levels of diversity in football, we understand that candidates from under-represented backgrounds are unlikely to have been given adequate opportunity in the game. Consequently, we will ensure that the application process does not unduly favour candidates with such experience over applicants without it – within the restrictions posed by our Licence to play in the FA Women's Championship.



Desired Outcomes, Roles and Responsibilities

Outcome 1: Quality coaching and playing style

- A clear and well understood playing style exists and its principles are adhered to. Coaching is well planned and effective, regularly reviewed, and aligned to LTPD (Long Term Player Development) guidelines
- The team are motivated, and physically, mentally, technically, and tactically ready to perform on matchdays

Roles and Responsibilities

Coaching

- Develop and communicate a style of playing and coaching that is in line with the Club's ethos, game model, and is successful against other teams
- In conjunction with first team coach(es) and first team staff, plan coaching sessions in line with the Club's playing style and games programme
- Attend and run (or oversee) team training sessions
- Review and evaluate elements of the playing style and coaching plan in the light of results and player availability / performance
- Review and evaluate playing style in the light of developments in football - nationally and internationally
- Provide opportunities to develop playing approach through varied and creative coaching sessions
- Develop individual players to excel consistently in the elite women's professional game

Match planning

- Undertake opposition analysis, and communicate findings and associated tactical plans to players and first team coaching staff
- Review information from games and use this to support future decisions (e.g., setup, tactics, and selection)
- Pick the team for matches and effectively communicate decisions to players for high-performance

Matchdays

- Lead pre-match preparation for the players, make and communicate in-match decisions
- Oversee required specific match day duties – e.g., Warmups, Tactical and technical information and feedback given to players



Coach Development

- Develop and oversee a continuous professional development programme, to include a comprehensive mentoring strategy, for coaches and support staff involved within the Club
- Monitor and evaluate club coach performance, e.g., through observation, feedback and development planning

Outcome 2: Player Development

- Players are empathised with; the coach is 'in the room' & physically and emotionally available
- The team are psychologically and emotionally ready to perform
- Players are comfortable to be challenged and consider the environment to be safe
- Players from all backgrounds develop as people and performers
- Players are managed well through difficulties such as injury, loss of form, non-selection and other personal and professional challenges that could affect their performance and wellbeing

Roles and Responsibilities

Communication with Players

- Ensure all players have Individual Learning Objectives
- Work with (or oversee coaches working with) individual players to help them achieve their Individual Learning Objectives, including supporting and encouraging realistic technical practice
- Feedback to players, including with the use of video clips or other visual tools
- Oversee and deliver player reviews and individual development meetings
- Support player engagement in their learning and development, ensuring players:
 - are encouraged to ask questions and seek feedback for improvement and clarity
 - are encouraged to have input to footballing decisions and their own learning process.
 - are communicated the 'why' as well as 'what' of decisions
 - know and understand the purpose and 'why' of training sessions
- Invest time and effort in knowing the players and understanding what motivates them
- Provide personal support based on each individual player's needs



- Monitor and manage player behaviours based on club and team values and expectations; set boundaries, reinforce good behaviours and challenge less welcome behaviour
- Work with - and oversee the work of - colleagues in the MDT to enhance player development
- Make and act on decisions about disciplinary matters / conflict in conjunction with other staff

Outcome 3: Improved club infrastructure & compliance

- The club environment develops and improves with benefits that can outlast the head coach
- A high-performance culture is championed and evolved on and off the pitch and around the club, staff, players, volunteers, and community.

Roles and responsibilities

- Depending on the club's specific needs; identify, champion and support delivery of activities that will improve the club (e.g. contribute expertise to training ground improvements, culture and behaviour, recruitment, the first team's relationship with the pathway and with external partners and clubs)
- Working with colleagues – including the General Manager, ensure the Club adheres to required standards & guidelines such as:
 - The FA standards for safeguarding
 - The FA Rules and Regulations and Competition Rules.
 - Respect guidelines
 - The Football Leadership Diversity Code

Outcome 4: Excellent leadership & management

- First Team Staff are effectively recruited, motivated and managed, and are committed to playing their part in the team and club's success

Roles and Responsibilities

- Invest time and effort in knowing the staff and understanding what motivates them. Provide personal support based on each individual's needs
- Consult with coaches and MDT members, ensuring they contribute to and have a voice in decisions



- Manage staff performance effectively:
 - Write / agree job descriptions for roles to encourage a wide pool of applicants and fair recruitment practices
 - Agree annual objectives with clear indicators of success
 - Provide regular feedback and appropriate support to enable strong performance in their role
 - Undertake more formal performance reviews periodically (e.g., every season)
 - Proactively address underperformance (e.g., with personal development activity or more formal processes when required)
 - Recruit / replace staff using fair processes which do not discriminate on any basis other than ability and potential

Outcome 5: Effective and smart planning and recruitment

- The First Team has a clear set of aims and objectives which are agreed and understood within the club
- Players are identified, attracted, and recruited to help meet those objectives
- Budgets are adhered to and managed well to avoid misunderstandings or poor financial management

Roles and Responsibilities

Planning, structure, and goal setting:

- Develop and communicate a collective vision of success for the team and club
- Agree aims & objectives with senior colleagues (e.g., Sporting Director/CEO/Directors/General Manager) - such as a 3-year plan, and objectives for the current season
- Agree a structure of First Team staff (and support roles) to support the delivery of the agreed goals

Player recruitment and playing staff decisions:

- Through network and connections (e.g., agents and other head coaches), be aware of possible signing opportunities
- Gather and review a broad range of data (e.g., scouting reports) on players and maintain comprehensive and up-to-date player profiles
- Discuss profiles of players with senior staff / decision makers (e.g., Sporting Director, General Manager, CEO, Chair)
- Adhere to club budgets and manage player payment and bonuses effectively
- Take part in negotiations with targeted players
- Take part in reviews of the scouting process and activity
- Contribute to decisions about the loan of players and their return



Outcome 6: Professional conduct in media and sponsorship activities

- The profile of the First Team and the club is well managed
- The public's perception of the head coach is well managed

Roles and Responsibilities

- Manage time well and fulfil stipulated duties without allowing them to distract from focusing on the managing the football team and its performance – including:
 - Work with communications colleagues and media partners to plan all types of media activities, including written, broadcast and social
 - Engage positively with the media, pre- and post-match
 - Maintain media presence through various activities in traditional media and social media
 - Take part in other events which position the head coach as ambassador for the Club and the game (e.g., Owners' Townhall meetings and with media, public and fans)

Outcome 7: Excellent internal & external relationships

- Positive and productive relationships exist with club colleagues and with external stakeholders
- The pipeline of young players is developing in line with the Club strategy and aims

Roles and Responsibilities

External

- Represent the Club at relevant League Competition meetings
- Maintain positive relations and regular contact with key England International staff (e.g., Head Coach/Director of Elite Development/relevant age group coaches and Player Performance staff)

Internal

- Liaise with and develop positive relationships with academy coaches
- Invest time and effort in 'managing up' well to build effective trusting working relationships with senior colleagues & stakeholders (e.g., General Manager, CEO, Sporting Director, Chair, owners & advisors)



Personal Characteristics

Self-Development

- Time is dedicated to personal development, and coaching knowledge is up-to-date and forward thinking

Motivation

- Committed to playing a role in the long-term development of women's and girl's football
- Enthusiastic about coaching and mentoring elite young players, senior players, and coaches, and seeing them improve
- Is proactive about personal development
- Is comfortable or willing to work under public scrutiny and to be a role model in the women's game
- Wants to develop a positive organisational culture

Interpersonal Skills

- Expresses enthusiasm, confidence, and belief in players' capabilities
- Can outwardly present themselves consistently, irrespective of how they are feeling
- Has great relationship management skills; earns trust by being respectful, supportive, and transparent
- Is approachable and relatable; builds strong and personal relationships with different types of people at all levels of seniority and from all backgrounds
- Shows an interest and genuine care about athlete needs. Treats players as humans by providing personalised support and communication
- Encourages open, two-way communication. Is a good listener
- Is brave and unafraid of potential conflict
- Can communicate difficult decisions with firmness and compassion
- Interacts with various media with clarity and calm

Resilience

- Is emotionally composed; manages arousal level in the moment, and remains confident and positive in the face of challenges (e.g., defeat, criticism from club, media, and fans)
- Stays focused and can adapt approach when the team is not succeeding
- Cultivates players resilience amongst internal and external pressures effectively



- Assesses self fairly; asks self what they can do better and is realistic about what is outside of their control

Problem-Solving and Decision-Making Skills

- Experiments with concepts and ideas; explores new ways of doing things
- Takes the time to think about and reflect on the culture of the football club and first team
- Uses and filters information from a broad range of sources to make effective decisions which can be justified with defensible rationale
- Open to others' ideas; not stubborn in the face of other ideas & evidence
- Asks good questions to understand situations, and can make decisions quickly under pressure



Experience and Knowledge

- Knowledge and experience of the elite women's game, specifically the existence and implications of:
 - competition and league rules, including on transfers and contracts
 - different governance and structures
 - the growth of the women's game
 - player pathways
 - required coaching behaviours in the women's and girl's games
 - technical and tactical differences between men's and women's football
 - career development opportunities
 - coaching environment
- Previous experiences which have brought strong existing relationships within the Women's pyramid in England and across the United Kingdom
- Experience of coaching and mentoring elite young and senior footballers, which has helped develop deep technical and tactical knowledge, including knowledge of a range of systems of play
- Experience of mentoring and / or developing coaches
- Recruitment / Talent ID experience
- Experience of developing learning environments for athletes
- Other roles which have brought experience of managing and leading groups of people
- Roles which have brought understanding of how children and adults learn and develop (e.g., teaching)
- Knowledge and awareness of diversity and equality challenges in football
- Experience of dealing with media (including social media)



Continuous Development, Qualifications and Membership

Essential

- Regular attendance and engagement with coach development initiatives such as:
 - FA Women's Pro Game: Coaching Excellence Initiative (CEI)
 - Effective Coaching in the Female Game (ECFG) Think Spaces
 - Women's High Performance Centre female game specific modules
- UEFA A Licence
- First Aid for Sport (acquired before starting role)
- Safeguarding and Protecting Children (acquired before starting role)
- DBS Clearance (acquired before starting the role)

Desirable

- Engagement in professional development other than technical football coaching development. For example:
 - Physical Development of Youth Female Players (growth and maturation, female athlete physiology & menstrual cycle)
 - Player support (e.g., Talented Athlete Lifestyle Support)
 - Coaching & mentoring qualification (e.g., EMCC)
- LMA Diploma in football management
- Membership of LMA and / or PCFA
- Working towards or planning to pursue UEFA Pro Licence