



Bradford City AFC Academy Job Description – Head of Coach Development

Main purpose of the Role

- To establish a sustainable system and approach to coach development within the Academy.
- To develop coaches so that they improve and perform to the best of their potential and are consequently able to maximise the potential of the players that they work with
- To performance manage the day-to-day performance of Academy Lead and Part Time Coaches.

Duties

- Undertake self-development to ensure knowledge in relation to all aspect of coaching and coach development is up-to-date and forward thinking
- Build relationships throughout the Academy and broader Club
- Maintain/enhance football coaching competence
- Coach occasionally to maintain 'hands on' competence
- Use demonstrations during feedback/coaching of coaches to explain points
- Provide occasional cover for absent coaches
- Provide a clear, up-to-date Training needs analysis (TNA) of every individual coach's current and required level of performance
- Observe coach performance and provide feedback to aid development
- Complete Training Needs Analysis (TNA) with all coaches
- Ensure every coach has a personalised Development Action Plan (DAP) that is tailored to meet their needs and which they buy-in to as a 'living' document
- Provide 1:1 coaching to coaches in order to develop the coach's skill
- Ensure the qualification status of the Clubs coaching workforce is assessed and ensure all coaches hold required qualifications for their role and age group and have a CPD plan to ensure licencing is up-to-date.
- Design and deliver development interventions based on the Academy Performance Plan (APP) and common aspects identified in the coaches DAPs
- Design and deliver programmes of suitable development events
- Ensure coaches understand how to work effectively in a MDT and can identify and believe in the benefits of doing so
- Build relationships and utilise expertise of MDT
- Ensure the Academy's Coaching Curriculum is consistently delivered in line with the Academy's (and/or Club's) Playing Philosophy and Coaching Philosophy

- Contribute to the development of an elite learning environment where people take responsibility for their own development, feel able to learn from their mistakes and have opportunity to experiment outside of their comfort zone
- Implement a Club Specific Coach Competency Framework (CCF) to monitor and evaluate coaches in order to develop DAPs and group coach development opportunities

Managing the day-to-day performance of Lead Phase Coaches

- Provide clarity regarding expectations, regular feedback and appropriate support to enable strong performance in the role of a Lead Phase Coach.
- The right coaches being in the right roles
- Plans to ensure that the coaching structure (and roles) supports the delivery of the APP and that people are selected for these roles according to fit.
- The HOC should build the following relationships:

Internal Relationships:

- **Academy Manager:** To ensure support for a developmental culture
- **Lead Phase Coaches:** to ensure the same messages are being disseminated throughout the coaching team. Work together to write programme etc.
- **Coaches:** Part Time & Full Time so they buy in to the development agenda
- **MDT:** Heads of department – to work together in order to innovate and move the Academy forward as a unit
- **First Team staff:** to assist with creating a pathway for players (this function may be fulfilled by others in some Academies)
- **Parents:** so they are aware of the development that coaches receive and quality control processes that exist. Also provides a route for them to escalate concerns
- **Players:** So they see the HOC as part of the team who ultimately support them

External Relationships:

- **Premier League & Football League:** for development opportunities including EHOC & to ensure compliance with EPPP
- **FA:** for qualifications, licencing and support
- **Universities/colleges:** who can help with research etc.
- **PFA:** for support and development on individual basis

Person Specification - Head of Coach Development

Essential	Desirable
<p>Qualifications</p> <ul style="list-style-type: none"> • Level 4 sports coaching qualification or relevant level 4 professional qualification/degree in people development (football or other). See *NOTE below regarding when football expertise is required)(NB: Advanced Youth Award to constitute a Level 4 qualification for this purpose) • Safeguarding and Protecting Children (acquired before starting role) • DBS clearance (acquired before starting role) • First Aid for Sport (acquired before starting role) 	<p>Qualifications</p> <ul style="list-style-type: none"> • Level 4 'UEFA A Licence' qualification in football • Level 5 'Pro Licence' qualification in football • FA Advanced Youth Award • Qualification in Education such as PGCE, Pedagogy MSc etc. • Coaching/Mentoring Qualification • Psychology Masters (Sport, Occupation, Education) • Coach Education qualification • Sport Science Degree • Degree (any subject)
<p>Either the Head of Coach Development or the Academy Manager must have a Level 4 'UEFA A Licence' qualification in football If the Head of Coach Development does not have any football qualifications, they must work towards achieving the UEFA A and Advanced Youth Award once in situ</p>	
<p>Experience</p> <p>Head of Coach Development must have experience of working in at <u>least 3</u> of the following roles (more than one area may be covered in a single role):</p> <ul style="list-style-type: none"> • A football coaching role • A people development role • A role which involves a significant amount of mentoring/coaching • A role which involves working in an elite learning and/or performance environment • A role which involves a significant amount of sport coaching in an elite learning and/or performance environment • A role which requires coach development in a high-performance environment • An education/pedagogy role <p>Head of Coach Development must have knowledge and/or experience of at <u>least 3</u> of the following:</p> <ul style="list-style-type: none"> • The process of learning in coaches (andragogy) • The process of learning in young people (pedagogy) • Running and designing development programmes • Football (not necessarily as a coach/high level player) • Leading a team • Managing people • Psychology (Sports or other) 	<p>Experience</p> <ul style="list-style-type: none"> • Playing football • Elite sport experience (athlete or otherwise) • Budget management • Sport Science

The Head of Coach Development must have experience of football if any of the following apply:

- Has ownership for the technical/tactical aspects of the Coaching Curriculum
- There are no other technical leads/coach developers available to help coaches develop
- The Academy Manager does not come from a football background

Capabilities

- Has a passion for working with coaches to develop them so that they are able to achieve
- Wants to take ownership of the coach development approach and have autonomy to choose how things are done
- Likes to create structure to work in a methodical, planned way
- Enjoys the 1:1 and group interaction when working collaboratively
- Gets a buzz from working in an elite sporting environment and in particular football
- Has a desire to develop their own knowledge, skills and capability to be at the leading edge of coach development
- Enjoys achieving results through others
- Builds trust by showing humility, behaving consistently and putting the needs of others first
- Listens to others' perspective and understands why people (individuals/ groups) do what they do
- Tailors approach and method to suit the differing needs and levels of readiness of people (individuals/ groups)
- Uses a broad range of influencing skills to win people (individuals/ groups) over and 'sell' the development agenda
- Communicates confidently and effectively with people (individuals/ groups) at all levels, challenging when necessary
- Overcomes setbacks quickly
- Demonstrates tenacity when faced with resistance or limited time to adopt ideas.
- Is self-aware and has a strong self-concept requiring little support from others
- Able to cope with pressure related to limited time and resource:
- Applies self to administrative and mundane requirements of the role
- Able to create and apply a structured approach
- Can prioritise effectively
- Able to analyse behaviour
- Can generate alternatives to solve problems/ meet needs
- Is able to present written information in a persuasive manner that is appropriate to the audience

Capabilities