



HEAD OF FOOTBALL DEVELOPMENT

RECRUITMENT PACK

LIVERPOOL FOOTBALL ASSOCIATION

FOR YOU ○ **FOR ALL** ○ **FOR THE GAME**

A word from our Chief Executive Officer, Tony Smith:

“Liverpool FA is one of the most prestigious County FAs in the country, serving more than 55,000 players, 500 clubs and 4,000 teams.

At Liverpool FA, we believe in the power of football to unite communities and create lasting memories. As the governing body for football in Merseyside for over 140 years, we are dedicated to making football accessible and enjoyable for all, regardless of age, ability, or background.

Our utmost priority is that every participant is given the opportunity to develop in a progressive and enjoyable football environment. By promoting ‘Football for All’ we encourage participation across all sections of society, regardless of age, ability, disability, gender, sexual orientation, race, religion or socio-economic status.”



ABOUT THE ROLE

We are seeking an inspiring, dynamic and motivated individual to join us as Head of Football Development, leading our successful team of eight Football Development Officers.

This pivotal leadership role is responsible for driving the growth and development of football across the region, ensuring opportunities are accessible to all and delivering against The FA's strategic priorities, targets and objectives. The successful candidate will provide effective leadership and performance management to the Football Development team while building strong relationships with strategic partners, stakeholders and the wider football community.

We are looking for a highly skilled, knowledgeable and experienced candidate who can help deliver our 2024–28 Strategy and The FA National Game Strategy.

The successful candidate will join a talented team working across seven local authority areas: Liverpool, Knowsley, Sefton, St Helens, Halton, Warrington and West Lancashire.

This is an exciting opportunity to join our team as we continue to transform our organisation and create a better football experience for all.

This is a full-time, permanent role with a salary of £36,000 - £38,000 plus benefits, dependent upon experience.

HOW TO APPLY

The closing date for applications is Monday 31st August 2026 at 17.00pm.

Interviews for the positions will be held on **Monday 7th September 2026** with representatives from Liverpool FA and The FA.

For an informal discussion about Liverpool FA and the role of Head of Football Development, please contact:

Tony Smith | CEO
Anthony.Smith@liverpoolfa.com
0151 523 4488

To apply for the role of Head of Football Development, please submit a CV and Covering Letter detailing the qualities and attributes you would bring to the role and compliment Liverpool FA's Team. Before applying, please see the relevant role profile below.

Completed applications can be submitted via this link:

[Apply for Head of Football Development](#)

Liverpool FA promotes inclusion, values diversity and welcomes applications from everyone. If you have any requirements in respect of the recruitment or interview process, please highlight this in your application or contact the Chief Executive Officer who will be happy to offer support.

Disclosure and Barring Service Check

As this role involves direct access to young people under the age of 18, within the context of the job and any subsequent related activities or responsibilities, the successful candidate will undergo a thorough screening process that will include an enhanced level Disclosure and Barring Service check to ensure their suitability for the role. Liverpool FA is committed to achieving equality and fairness in employment and service delivery and we welcome applications from all sections of the community.



Job Description and Person Specification

Job Title	Head of Development & Deputy Senior Safeguarding Lead
Reports to	Chief Executive Officer

Job purpose	
• To support delivery of The FA National Game Strategy and the Liverpool FA & LCFA Sefton Business Strategies. • To provide strategic direction to the Football Development business function and manage the Football Development Team • To engage and ensure collaborative approach in delivery of football across LCR region with partners and key stakeholders. • To ensure that all Football Development KPI's are delivered • To identify and activate priority projects for Football Foundation investment via Local Football Facility Plans. • To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs. • To support the adoption of all Playing Formats (Future Fit) and FA technology systems across grassroots football. • To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.	

Location	LCFA Sefton Drummond Road, Thornton, Crosby, L23 9YP Homeworking will also be accommodated, and the post-holder may also be expected to travel to other locations and/or overnight stays.
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Working hours	35 hours p/week - Evening and/or weekend working may also be required to fulfil the responsibilities of this role.
Contract Type	Permanent

Responsibilities
<u>Football Development</u> • Identify, manage and develop relationships with key partners to meet the strategic objectives of the Liverpool FA. • Lead the development and delivery of all aspects of the Liverpool FA Strategy and annual Operational Plan to deliver growth and high-quality football opportunities across all football (women and girls, male, inclusion, workforce and facilities). • Lead the development and implementation of Liverpool FA's Stakeholder Engagement Plan with key stakeholders and staff • Analyse, and use data and insight, to design and develop local solutions that meet local stakeholder needs across all football pathways (women and girls, male, inclusion, workforce and facilities). • Lead and manage Club, League and Volunteer Development Officers to deliver a programme of services to club and League volunteers, with an emphasis on gaining more England Football accredited clubs and leagues. • Manage and support Coach development and delivery of a localised CPD programme, liaising with key stakeholders to meet the needs of the game. • Manage and support Referee development to deliver a programme of support and localised CPD programme to Referees, with an emphasis on recruitment, retention, conversion, promotion and development. • Support Head of Operations and FDO (League) to develop and deliver competition and league structures to ensure they meet the needs of all players. • Supported by the FDO (Coach), FDO (W&G) and FDO (Inclusion) recruit, retain and develop diverse coaches through The FA qualification framework and local CPD opportunities, with a focus on EDI and female coaches. • Provide customer excellence to support volunteers across all FA Technology systems (FA Platform for Football, Book Football, Matchday app and Full-Time). • Awareness of all the Liverpool FA's policies and procedures, ensuring that they are reviewed annually and updated where necessary. • Awareness of the safer recruitment policy to ensure that staff and volunteers deployed by Liverpool FA are suitable for their roles and uphold the values and behaviours of the Liverpool FA and it is applied to new appointments. • Manage the Football Development Team in line with personal and performance reviews; setting targets, monitoring performance and identifying training requirements. • Manage Football Development budgets and provide regular reports as requested by the Finance Officer.

- Contribute to ensuring that safeguarding and equality are embedded throughout Liverpool FA and grassroots football.

Safeguarding

- Collaborate with the Designated Safeguarding Officer in all matters involving under-18s and adults at risk within Football Development programmes.
- Risk-assess all Liverpool FA events and activity for under-18s and where Liverpool FA directly employs or deploys under-18 referees, coaches and volunteers to ensure that appropriate safeguards are in place.
- Support messaging so that under-18s and adults at risk in youth and open-age adult grassroots football know how to report concerns about their wellbeing.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the Liverpool FA Youth Engagement Strategy.
- Utilise the feedback from under-18s and adults at risk to enhance the experience and fun and safety in grassroots football.
- Execute tasks as required to meet Liverpool FA's changing priorities.

Facility and Investment

- Deliver all activities that ensure every affiliated football fixture is played on a 'good' quality pitch.
- Track the quantity and quality of football pitches and ground locations for affiliated fixtures.
- Ensure that the outcomes of each facility project are aligned to the Football Foundation measurement framework and The FA's National Game Strategy.
- Ensure that each local authority area has a robust Local Football Facility Plan and identify priority projects for potential investment.
- Contribute to the development of local authority playing pitch strategies and provide responses to planning applications affecting football facilities.
- Collaborate with The FA, Football Foundation, Institute of Groundsmanship (IOG) and Sport England.
- Develop collaborative working partnerships with local authorities, clubs, leagues, schools and other facility providers.

LCFA Sefton

- Support the EMT with operational tasks required to meet LCFA Sefton's changing priorities.
- Support the General Manager with the delivery of FA and LCFA programmes and initiatives at LCFA Sefton.

LCFA Core Responsibilities

- To contribute to the effective implementation of The FA's Safeguarding 365 Standard for County FAs.

- Contribute to ensuring that safeguarding and equality are embedded throughout the Liverpool FA and grassroots football.
- Be responsible for the safeguarding and welfare of all individuals at any LCFA event or activity you organise or lead, including risk-assessing all LCFA events and any activity involving under-18s or LCFA-deployed under-18 referees, coaches or volunteers, with safeguarding risk assessments submitted for approval by the Designated Safeguarding Officer.
- Comply with LCFA Health & Safety procedures and ensure a safe environment for all participants, colleagues and visitors.
- To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.
- To provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Learning, FA Events, Whole Game System, Platform for Football, Matchday app and Full-Time).
- Establish positive relationships with local and national organisations to benefit Liverpool FA.
- To maintain a professional, business-like approach when representing LCFA with internal and external stakeholders, including member clubs and leagues.
- Work flexibly to execute tasks as required to meet the Liverpool FA's changing priorities.
- Execute tasks as required to support all LCFA business functions.

Person Specification

Qualifications & Experience

Essential

- At least five years' relevant experience in sports development, operational management or a comparable leadership role.

Desirable

- A degree-level or a relevant sports Development, Management or Leadership Qualification
- Sports Development experience

Skills

Essential

- Strong strategic thinking and planning skills.
- Excellent leadership skills, with the ability to motivate others and build trusted relationships.

Desirable

- Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.
- Effective report-writing and presentation skills.

• Ability to coach, develop and manage the performance of staff. • Excellent stakeholder-management and customer-service skills. • Strong project-management skills, with the ability to plan, set and achieve objectives within deadlines. • Exceptional communication, interpersonal and influencing skills. • Strong problem-solving and decision-making skills. • Ability to manage budgets and resources effectively. • Ability to use data to monitor performance, evaluate programmes and inform decisions.	• Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes. • Effective report-writing and presentation skills. • Strong prioritisation and time-management skills. • Strong IT skills, including Microsoft Office applications.
Knowledge & Experience	
<u>Essential</u> • Significant experience of successfully leading and managing people. • Experience of setting objectives, monitoring performance and delivering against KPIs. • Experience of managing and evaluating programmes, projects or services. • Knowledge and practical understanding of safeguarding policies and procedures.	<u>Desirable</u> • Relevant experience within football, sports development or a closely related sector. • Experience of utilising mapping programmes to support strategic and logistical planning. • Knowledge of how the County FA operates in partnership with The FA. • Knowledge and understanding of The FA's National Game Strategy and how the County FA business plans support its delivery. • Knowledge of the The FA's Safeguarding Operating Standard. • Knowledge of and commitment to equality, diversity and inclusion. • Knowledge and understanding of working with volunteers.
Enhanced DBS Check required?	Yes
Full Driving Licence?	Yes

The job holder will be expected to understand and work in accordance with the strategic priorities described below:	
Strategic Priority	Objectives
IMPROVE PLAYING CHOICE & OPPORTUNITIES	• Evolve the youth game. • Improve team-based football for adult male players. • Create more opportunities to play safe, inclusive casual football. • Support the disability game to grow and thrive.
DEVELOP EQUAL OPPORTUNITIES FOR WOMEN AND GIRLS TO PLAY	• Sustain and grow more playing opportunities in schools. • Create more team based playing opportunities. • Extend and enhance casual opportunities to play. • Deliver safe and inclusive environments for women and girls to thrive.
BUILD MORE AND IMPROVE EXISTING FACILITIES	• Transform grass pitch quality. • Build more 3G pitches. • Create inclusive and accessible facilities. • Improve environmental sustainability.
TACKLE POOR BEHAVIOUR	• Apply tougher sanctions. • Promote positive behaviour. • Drive collective responsibility across the game to raise standards.
DEVELOP A VALUED NETWORK OF VOLUNTEERS, COACHES AND REFEREES	• Grow the number of people running the game. • Improve the diversity of those running the game. • Support those running the game to learn and develop. • Celebrate and reward those running the game.
SUPPORT THRIVING COMMUNITY CLUBS	• Ensure clubs grow opportunities and provide a quality experience through England Football Accreditation. • Help clubs to become more sustainable. • Support the current and future generation of club leaders. • Equip clubs to add value to their local communities.
CONNECT AND SERVE PARTICIPANTS	• Make it easier to find information and opportunities to play, volunteer and learn. • Improve our customer service and communications. • Develop our digital tools to make running the game easier. • Explore digital opportunities to enhance the football experience.
PROGRESS THE GAME'S GOVERNANCE	• Promote the highest levels of governance across the grassroots network. • Evolve local Football Associations focused on developing football For All. • Support the grassroots game to be financially robust. • Support the game to be safe and well-run.



JUST SOME OF THE MANY BENEFITS OF WORKING AT **LIVERPOOL FOOTBALL ASSOCIATION**

We pride ourselves on our culture and providing an environment where you can develop and excel in your role whilst earning a competitive salary. But that is not all, we also have a range of exciting benefits, some of which can be found below:

Volunteering Day
Opportunity to Volunteer during work with a variety of charity partners.



Opportunity to join the financial sacrifice **Car Scheme**

Access to
Cycle to Work Scheme



Specialist **mental health** and **wellbeing support** all season round.

A host of **internal events** to connect with your **colleagues and learn**



Continued Professional Development through our **Degree Apprenticeship Programme**

Access to an **Employee Financial Savings Scheme**



An employee contributory **pension scheme.**

Hybrid working available for all employees



Priority ticket access to football events at Wembley Stadium.