

Community Engagement Coach – Job Description

The Albion Foundation is the official charity partner of West Bromwich Albion Football Club.

A Proud Albion Family, Engaged, Inspired and Achieving its Potential.

Making a measurable difference in the heart of our community.

We Care About Making a Difference.

Diversity is important to us; Growing, Maintaining and Promoting a diverse team is top priority for us. We encourage applications from a diverse range of suitably qualified candidates and would encourage Sandwell residents to apply.

Job Title:	Community Engagement Coach (Part Time)
Reports to:	Community Engagement Manager
Contract term:	12-month Fixed Term contract 8-10 hours per week (dependent on applicant availability) <i>This position will require flexibility, including evening and weekend work to ensure full engagement with community groups and programmes. The role will involve regular travel within the local community, so a driving licence and access to a vehicle may be required.</i>
Department:	Community Engagement – Go Local
Salary:	£24,000 pro-rata (equivalent of 8-10 hours only)

Job purpose:

To lead and promote sessions in the local community for both young people and adults surrounding West Bromwich Albion FC in the Sandwell borough.

This will include planning, monitoring and evaluation of sessions and activities. This is to help grow, maintain and enhance the quality of the provision on offer for young people.

The successful candidate will lead on a mix of new and existing programmes, providing the local community with opportunities to increase their physical activity levels and create better healthier habits.

The Community Engagement Coach will play a key role in promoting and delivering community programmes across a wide range of demographics. This includes supporting the Foundation's outreach initiatives, running football and sporting activities, engaging with schools, local groups, and promoting health and well-being in the community. The role requires a dynamic, motivated, and passionate individual who is committed to making a positive difference in the lives of individuals in the community.

Key responsibilities:

Community Engagement:

- Build strong relationships with local individuals, groups, schools, and other community organisations.
- Promote The Albion Foundation's programmes to local communities and encourage participation.
- Deliver high quality sports coaching sessions in schools, youth clubs, community hubs, and other locations within the community.

Coaching & Programme Delivery:

- Plan, organise, and deliver football and sports-based sessions that engage diverse age groups, from children to adults.
- Ensure the delivery of programs is in line with The Albion Foundation's values, objectives, and safeguarding policies.
- Support participants in developing both football skills and life skills, such as teamwork, communication, and leadership.

Support & Mentoring:

- Act as a mentor for participants, offering guidance, support, and encouragement.
- Support young people in gaining confidence, developing life skills, and working towards their goals.

Community Outreach:

- Assist in the recruitment of participants to Foundation programs.
- Promote positive health and well-being messages to the community, ensuring that participants are aware of the benefits of an active and healthy lifestyle.

Collaboration & Reporting:

- Work closely with other coaches and staff to ensure the successful delivery of community programs.
- Regularly assess and report on the progress and impact of activities.
- Assist with collecting and compiling feedback from participants to improve future sessions and engagement strategies.

Overview of role:

- To deliver on programmes which fall within the community engagement team, including youth engagement activities such as Premier League Kicks (PL Kicks), Violence Reduction (VRU) and the Cyrille Regis Legacy - Strike A Change programme, plus other youth initiatives and adult fitness initiatives such as Inclusive Communities fund.
- To support all funded programmes to hit or surpass key performance indicators and that outcomes are achieved in line with Premier League and other funding demands.
- Regularly and positively promote Community Engagement activities and programmes via social media; sessional branding and capitalise on the TAF media team to demonstrate impact with individual stories quarterly.

- Deliver high-quality Community Engagement sessions each term and provide feedback to the team for improvements.
- Deliver a comprehensive holiday offer for ages 8-18 years old, including opportunities for experiences, rewards and education.
- Create new opportunities for adults to engage with us through physical activities.
- Collaborate with key stakeholders/partners to ensure that all targets and guidelines are met quarterly – Police, Local Authorities, Violence Reduction Unit, and Youth/Adult Services.
- Work in partnership with other agencies to ensure the right participants are targeted, supported including offering quarterly educational workshops.
- Further develop and actively seek new partners to increase engagement with groups and develop programmes that reflect local need with the evidence through youth consultation.
- Ensure all safeguarding requirements are adhered to, staff and volunteers have access to appropriate training and support and young people are aware of safeguarding issues that they may face and are provided with strategies to increase their personal safety.
- Complete quarterly impact reports that will contribute to the mid-year and year end PL Kicks monitoring reports, including the production of two high quality case studies that demonstrate impact on individuals and maintain accurate records on Salesforce system including, delivery and relevant outcomes. Other reporting requirements that may be necessary for other funders.
- Implement a rewards system linked to West Bromwich Albion Football Club; including match day experiences, competitions and player / Club personnel involvement.

For all Albion Foundation staff

Promote a positive and professional image at all times including appearance and punctuality.

Have an understanding of the Albion Foundation departments and projects and encourage additional participation.

Attend performance reviews, staff meetings and training as requested.

Any other duties deemed appropriate by line manager or equivalent

Community Engagement Coach – Person Specification

Education & Qualifications	Essential	Desirable	Measured
Degree or equivalent qualification		✓	Application
Level 2 Coaching qualification	✓		Application
Level 3 Personal Trainer		✓	Application
Multi Skills Level 2	✓		Application
FA First Aid & Safeguarding Qualification	✓		Application
Enhanced DBS check (or willingness to undergo DBS check).	✓		Application/Onboarding
Essential attributes			
Experience of delivering sports sessions to a variety of age groups and abilities	✓		Interview
Strong understanding of the needs and challenges faced by local communities	✓		Interview
Excellent communication skills, with the ability to engage effectively with a range of people	✓		Interview
Passionate about using football and sport to inspire and engage young people and communities	✓		Interview
Strong organisational skills and the ability to manage multiple tasks at once	✓		Interview/Practical
Desirable attributes			
Knowledge of community outreach programmes and partnership working with local organisations		✓	Interview
Experience of delivering workshops on topics such as health, well-being, or life skills	✓	✓	Interview
First Aid & Safeguarding qualifications	✓	✓	Interview/Onboarding

Equality & Diversity

Must be able to recognise discrimination in its many forms and adhere to Foundation's Equality policies	✓		Interview
Able to work within a diverse community and draw on individual strengths to promote equality & diversity.	✓		Interview

Additional information

This job description aims to provide a guide to the main roles and responsibilities involved in the post at the date that it is drawn up; it does not provide an exhaustive list.

TAF (The Albion Foundation) changes to meet the demands of customers and stakeholders, therefore duties included in the role may change and job descriptions will be reviewed and updated accordingly. Employees are expected to be adaptable and employ a flexible approach to their work.

All staff are expected to:

- Demonstrate and uphold TAF's values, adhering to the Staff Code of Conduct.
- Conform to TAF's Safeguarding policy, demonstrating a commitment to safeguarding and the welfare of all young people and vulnerable adults.
- Conform to TAF's Equality and Diversity policy and championing improvements.
- Attend and participate in INSET/training days and continually commit to build on your personal Continual Professional Development.