

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
Reports to:	Community Engagement Manager
Contract term and hours:	<p>Full time, 12-month Fixed Term contract 37.5 hours per week</p> <p><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></p>
Department:	Community Engagement Team (Go Local)
Salary:	£25,000 - £27,500 pro-rata

Job purpose:

The Community Engagement Coach will play a key role in promoting and delivering community programmes across a wide range of demographics in Sandwell. 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 community programmes to local communities and encourage participation.
- Deliver coaching sessions in schools, youth clubs, community hubs, and other locations within the community.

Coaching & Delivery:

- Plan, organise, and deliver football and sports-based sessions that engage diverse age groups, from children to adults.
- Ensure the delivery of programmes 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.



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Community Outreach:

- Assist in the recruitment of participants to Foundation programmes, funded by partners such as the Premier League, National Lottery and Police Crime Commissioner.
- 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 programmes.
- 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.
- Support with Monitoring & Evaluating sessions to understand impact and create positive case studies.

Personal Attributes:

- Passionate, enthusiastic, and proactive with a positive attitude towards community engagement.
- Ability to work as part of a team and also independently.
- Creative and innovative in developing new approaches to engaging local communities.
- Committed to continuous learning and self-development.

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

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			



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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.