
The Albion Foundation

Job Description — Match Day Package – Coach

Grade	Grade 1	Starting Salary	£25,000 Pro rata	Band: £25,000 – £27,499
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The Starter grade is for entry-level roles where no prior sector experience is required. Staff at this level work under close supervision and are actively learning and developing. Starting salary can be increased within the band to reflect relevant prior experience or additional qualifications.

Section 1 — Role Identity

Job Title	Match Day Package – Coach	Grade	1
Reporting To	Head of Football	Department / Programme Area	Football For All
Location / Sites	The Hawthorns	Contract Type	9 months
Hours per Week	5 hours 18 Home Games per season £13.00 per hour	Date of Last Review	11 th June 2026

Section 2 — Role Purpose

The Match Day Package Coach delivers high-quality football and match day experiences to participants attending West Bromwich Albion home fixtures. The role supports the delivery of mascot, flagbearer, and ball retriever experiences, ensuring participants receive a safe, enjoyable, and memorable experience while representing The Albion Foundation and West Bromwich Albion professionally.

Section 3 — Key Responsibilities

1.	Assists in the delivery of football sessions under the direct supervision and guidance of a qualified coach or line manager.
2.	Supports the preparation, set-up and pack-down of sessions and equipment, ensuring all resources are ready and safe for use.
3.	Engages positively with participants, building relationships that are welcoming, inclusive, and aligned to TAF's values and Code of Conduct.
4.	Maintains accurate records as directed — including attendance registers, incident forms and any other documentation required by the programme or line manager.
5.	Actively engages in learning and CPD activity, completing required qualifications and training as agreed with the line manager.
6.	Delivers engaging football and match day activities for participants attending Foundation match day experiences, adapting delivery to meet the needs of different groups.
7.	Supports the delivery of mascot, flagbearer, and ball retriever experiences, ensuring participants are prepared, supervised, and supported throughout the event.
8.	Builds positive relationships with participants, parents, carers and visiting groups, helping create a welcoming and enjoyable match day environment.

All Albion Foundation Staff — Generic Responsibilities

- Always promote a positive and professional image, including appearance and punctuality.
- Understand The Albion Foundation's 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. Where additional duties become a permanent and significant feature of the role, a job description review should be requested.
- 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 champion improvements.
- Attend and participate in INSET/training days and continually commit to building personal Continual Professional Development.

Section 4 — Scope and Accountability

4a — Line Management Responsibility

Starter roles carry no line management responsibility. All work is carried out under direct supervision.

4b — Budget Accountability

Starter roles carry no budget accountability.

4c — Programme and Audience Reach

Programme(s) supporting	Football Development
Sites / locations	WBA Community Sports Hall, Academy site & The Hawthorns
Audience types	Football For All Pathway & External partners

Section 5 — Person Specification

Area	Essential	Desirable
Qualifications & Licences	Enhanced DBS FA Safeguarding & First Aid FA C Licence Full Driving Licence	Working towards, or holds UEFA B
Experience	Experience working in a comparable delivery role Experience supervising groups of participants Ability to work independently and make decisions in a live environment	Grassroots experiences
Knowledge	Awareness of safeguarding and the importance of child welfare Basic Understanding of Football Coaching principles	Understanding of inclusive practice
Skills	Ability to plan and deliver engaging sessions. Good communication and interpersonal skills Reliable, punctual, and willing to learn. Ability to build positive relationships with participants	
Personal Attributes	Lives by TAF values Committed to equality, diversity, and inclusion. Positive, enthusiastic, and resilient	

Section 6 — TAF Values

All TAF staff demonstrate the four organisational values. At Starter level this means arriving with a positive attitude, being open to feedback and showing willingness to do the right thing for participants and colleagues.

TAF Value	Observable Behaviours — universal across all grades and roles
Show Integrity "Do the right thing"	<ul style="list-style-type: none">• Always tries to do the right thing by others and the organisation• Can be relied upon to do their best work when not supervised• Transparent and honest — does not cover up mistakes
Go Above and Beyond "Get it done"	<ul style="list-style-type: none">• Has a can-do attitude; does not wait to be asked• Will do what it takes to get the job done• Goes the extra mile consistently, not just occasionally
Find a Better Way "Find solutions"	<ul style="list-style-type: none">• Has a growth mindset — open to change and new approaches• Invests in their own learning and CPD proactively• Brings solutions rather than just problems
Inspire to Achieve "Make things better"	<ul style="list-style-type: none">• Brings energy to the organisation on a daily basis• Finds the spark in others and motivates them to achieve more• Inspires participants, colleagues or community to believe in themselves