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# The Albion Foundation

## Job Description — Match Day Package – Lead Coach

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<b>Grade</b>	<b>Grade 1</b>	<b>Starting Salary</b>	<b>£25,000 (Pro-rata)</b>	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

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<b>Job Title</b>	Match Day Package – Lead Coach	<b>Grade</b>	1
<b>Reporting To</b>	Head of Football	<b>Department / Programme Area</b>	Football For All
<b>Location / Sites</b>	The Hawthorns	<b>Contract Type</b>	9 months
<b>Hours per Week</b>	5 hours x 18 Home Games per season £17.00 per hour	<b>Date of Last Review</b>	11 <sup>th</sup> June 2026

### Section 2 — Role Purpose

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The Match Day Package Lead Coach leads the operational delivery of The Albion Foundation's match day experiences, ensuring all mascot, flagbearer and ball retriever activities are delivered safely, professionally and to a high standard. The role oversees the organisation, logistics and staffing of match day provision, acting as the primary operational lead for participants, staff, and stakeholders during home fixtures.

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## Section 3 — Key Responsibilities

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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.	Leads the delivery of all match day package activity, ensuring participants receive a safe, engaging, and memorable experience aligned to Foundation standards
7.	Coordinates match day logistics, staffing and participant movements, ensuring all activities operate efficiently and according to agreed plans.
8.	Acts as the primary point of contact for participants, parents, staff, and stakeholders on match days, resolving issues and ensuring a positive customer experience.

### 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.

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## Section 4 — Scope and Accountability

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### 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

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

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## Section 5 — Person Specification

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Area	Essential	Desirable
<b>Qualifications &amp; Licences</b>	Enhanced DBS FA Safeguarding & First Aid FA C Licence Full Driving Licence	Working towards, or holds UEFA B
<b>Experience</b>	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
<b>Knowledge</b>	Awareness of safeguarding and the importance of child welfare Basic Understanding of Football Coaching principles	Understanding of inclusive practice
<b>Skills</b>	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	
<b>Personal Attributes</b>	Lives by TAF values Committed to equality, diversity, and inclusion. Positive, enthusiastic, and resilient	

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## Section 6 — TAF Values

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