

## Sector Skills Scan – Football/Club Development Officer

So what have literacy and numeracy skills got to do with being a Football Development Officer? Below is a summary of an interview with Derek Egan, County Development Manager with Lancashire Football Association. Aspects of the job which involve use of **literacy skills** have been highlighted in green, and those which involve **numeracy skills** have been highlighted in blue. If they involve both, **they are highlighted like this**. Apologies to all Football Development Officers (FDOs) who know that their jobs involve more, different and harder skills than those mentioned below: this is just a snapshot of the skills involved and is by no means exhaustive.

### *What's the context?*

The purpose of this role is to develop opportunities for people to participate in football in accordance with the Football Association's National Game Strategy. The aim is to encourage more people to join in and get involved in football development opportunities.

The role involves increasing participation in mini-soccer, youth football, women and girls' football, disability football and a range of equality and inclusion programmes according to local needs and priorities, and 11 v 11 adult football. This is done by developing networks and links between the above stakeholders and through the delivery and implementation of programmes such as the FA Charter Standard Programmes and FA Football for All. Delivery of Charter Standard Clubs In-house programmes will include providing a range of training and support services.

Football Development Officers will support grassroots clubs and community groups in accessing grants from the Football Foundation, including supporting applicants to develop Football Development Plans, and to promote the game at a local level. They will monitor progress and report against agreed targets, producing verbal and written reports, and monitor and evaluate football and facility development programmes

### *What qualifications and experience do you need?*

FDOs need a good knowledge and experience of football and football development, or at least sports development, specifically grassroots football, and the FA's **development activities, Charter Standard and programmes, including the National Game Strategy**. Individual FDOs will come to the post from a range of routes, including related **graduate courses**, and will often have gained qualifications and experience from specific aspects of the game, such as **coaching qualifications**. Successful recruitment to the post usually requires **excellent interpersonal skills**, including **presentation** and **negotiation** skills, and proficiency in **Word**, **Excel** and **PowerPoint**.

*What do you do?*

FDOs need to **communicate effectively** with a **very broad audience**, from the target audience of volunteers, children and adults from **diverse backgrounds** and **varied educational experiences** to head teachers and FA and agency staff. They **deliver the Charter Standard** and **support volunteers and grassroots football club to achieve certain awards**. They also help their audiences **increase their participation**, **support individuals to go through CRB checks and applications for funding through Football Foundation grants**.

In terms of written communication, they need to **communicate using email and letters** and **produce reports** on a quarterly basis. They need to **read and interpret Excel spreadsheets** and **other data** in a range of formats, such as **tables, charts and graphs**, and also need to **present information using Excel**. It's an advantage if FDOs can **use formulae**. They **manage and monitor a budget** and **report on it using Excel**.

FDOs need to **understand the funding process** and **interpret the funding criteria**, e.g. from the Football's Foundation 'Grow the Game' grants in order to **support applications**. They **read and interpret bids** for funding applications and **work out the costings**.

To keep up to date, they routinely **use My FA** – the website for FA staff members – and routinely **research the web to find information**, both that which is directly relevant to the role and that required to support the people and groups that FDOs work with. They regularly **attend meetings**, such as the Development Staff Meetings, where they **receive and contribute notification of updates**.

In terms of numeracy skills, they **manage and monitor budget expenditure**, including **forecasts**, and **estimate costs**. They also **monitor progress against performance indicators**, which are usually presented in **percentages** e.g. what do we need to do to get 75% of our target audience to Charter Standard by 2012? They work with reports including **local and area plans and reports** of football activity against various indicators and **interpret the data** and **written information**. They need to **work out averages** in terms of **population data for social inclusion and equality monitoring**. They also need to understand **ratios** when looking at tutors: learners, **venue capacity** and **maximum and minimum pitch sizes**.

### **Summary of Literacy and Numeracy Levels**

The literacy and numeracy skills required to perform the tasks above both competently and confidently are at a relatively high level – Level 2 – the skills you would need to achieve a GCSE grade C – A\*. Whilst the numeracy skills required are not at Level 2 across the whole range, maths skills are particularly subject to 'skills fade', and a refresher course at Level 2 would develop confidence and transferability of skills. Have a look at the Learner Route on the Move On website

([www.move-on.org.uk](http://www.move-on.org.uk)) for skills checks, self-assessment material and whole range of self-access skills development resources.

Have a look at the Football Development Officer – Skills Checklist for more information on the sorts of literacy and numeracy skills that could be included in a tailored training course leading to a nationally recognised qualification in literacy or numeracy at Level 2.