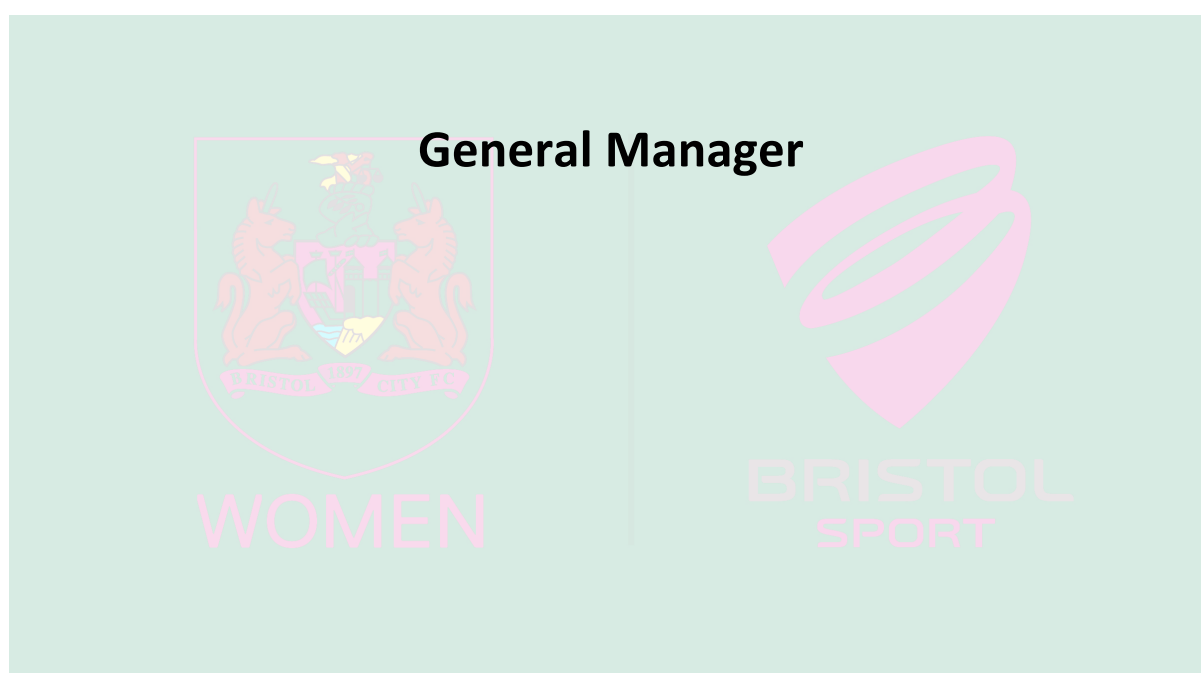




**WOMEN**

## RECRUITMENT INFORMATION PACK



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- Introduction from Simon Arnold, Chairman of BCWFC
- Our partners
- Club History & honours
- Job Description & Person Specification

Bristol City WFC  
Stoke Gifford Stadium  
SGS College  
WISE Campus  
Stoke Gifford  
BS34 8LP

December 2016

Dear Applicant

Thank you for your interest in applying for the post of General Manager.

We hope that after reading the information provided within this pack you will be encouraged to apply and are excited by our new WSL1 status and the ambitions for our Club.

We are seeking a General Manager to oversee all activity within the Club – from our Regional Talent Centre to the First Team. This will include line managing the Marketing Officer, liaising with all key partner organisations and of course ensuring the first team support and match day experience is second to none.

The GM will be an enthusiastic promoter of our vision to encourage girls and women to watch and play sport, to educate 16-21's at SGS College and to grow our community activity across the sub-region.

If you would like any more information about the post in advance of submitting an application, please contact our President, Kevin Hamblin on 07789 438727 or at [kevin.hamblin@sgscol.ac.uk](mailto:kevin.hamblin@sgscol.ac.uk).

The closing date for applications is noon on Friday, 13<sup>th</sup> January 2016 and interviews will take place week commencing 23 January 2017.

I look forward to receiving your application.

Yours faithfully

Simon Arnold  
Chairman

## **Our Club**

Bristol City WFC are known as the Vixens and play at the Stoke Gifford Stadium in North Bristol. At the end of 2016, the First Team were promoted back into the WSL1. We will therefore compete in the FA WSL 1 Spring Series mini season during the spring of 2017, prior to a rescheduled winter league for the WSL which will start in September 2017.

The club boasts an effective player pathway with a Skills Centre and Regional Talent Club for girls aged 6-16, and a college programme for players aged 16-19 to train, play and study at SGS College. Graduates from the RTC and SGS College programme currently playing for Bristol City Women's First Team include: Grace McCatty, Jasmine Matthews, Georgia Evans, Katie Jones, Paige Sawyer, Emma Tustin, Lauren Hemp, Flo Allen, Estelle Randall, Poppy Wilson and Emily Syme. In 2017, we will also begin a HE pathway and Football Academy for 19+ players. The club runs a number of community initiatives, including weekly Skills Centre session, Summer Camps and Sister Club programmes. It is key to our vision to be inspiring young women and girls to participate in sport and to be providing positive role models for them aspire to.

## **Our Honours**

The Club was founded, as Bristol Academy WFC, to compete in the newly formed Women's Super League in 2011. Between 2011 and 2014, the Club cemented its place in the league and appeared in two FA Cup finals and two UEFA Champions League campaigns. The highlight being the defeat of the top Spanish side, Barcelona, at Ashton Gate in November 2014 which secured the club a UCL Quarter Final place and a ranking as 16th best side in Europe before being knocked out by eventual winners FFC Frankfurt.

Following Mark Sampson's departure and the enormous budgets being spent on squads in the WSL, the club has struggled to emulate earlier successes on the field. Relegation from WSL1 followed in 2015. This instigated a re-launch and a change of name to align the Club more closely with our partners, Bristol City FC. In 2016, the club were runners up in the WSL2 and secured promotion at the first attempt back into WSL1.

The clubs all-time top goal scorer is Natalia Pablos with 22 goals in 37 matches from 2011-2013.

## **Our Partners**

### **South Gloucestershire and Stroud College**

South Gloucestershire and Stroud College were the founders of the Club. The Club trains and plays at the College facilities in Stoke Gifford, Bristol. The college 16-19 program forms a key part of the player development pathway at the Club

SGS College also host Bristol Flyers Basketball, Bristol Rugby U18 Academy and Bristol Rockets Badminton on behalf of Bristol Sport Limited.

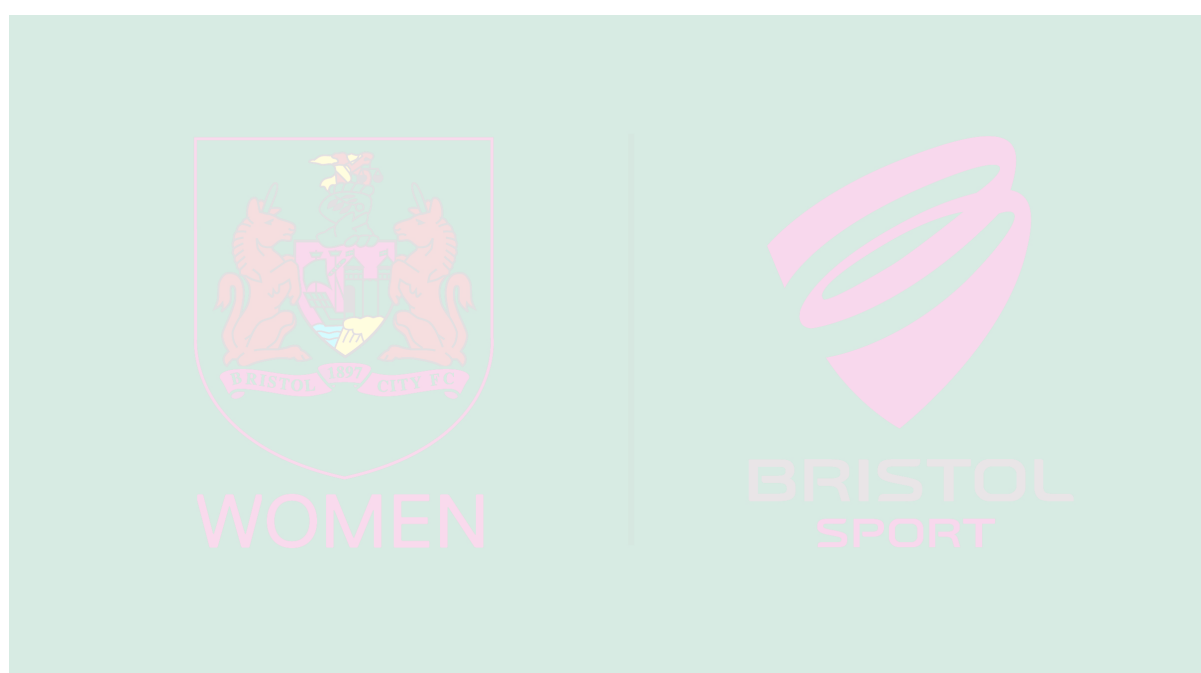
### **Bristol Sport Limited**

Bristol Sport, part of a group of sports companies owned by Stephen Lansdown, promotes access to professional sport and participation in sport across all age and capability ranges. They oversee the

business, commercial and operational interests of their affiliated clubs which include Bristol City Football Club, Bristol Rugby Club, Bristol Flyers Basketball, Bristol City Women's Football, Bristol Ladies Rugby, Bristol Jets Badminton and Bristol Sport Racing. The GM will be expected to work in close partnership with the team at Bristol Sport.

### **Bristol City FC**

Bristol City FC support the Club financially and by allowing the Club to use their branding. The BCWFC technical staff enjoy productive and supportive relationships with the technical staff at the BCFC Academy and there is a lot of shared good practice between the two organisations. Future developments will be to allow some home matches to be played at the stunning Ashton Gate Stadium, refurbished after a £40m redevelopment.



# General Manager

## Job Purpose:

**Date:** Applications to be received by noon on Friday, 13th January 2017

**Salary:** c£25k p.a

**Location:** Stoke Gifford Stadium, New Road Stoke Gifford Bristol

**Contract type:** Full-Time

**Contract term:** Permanent

The General Manager role is focused on:

- Maximising commercial income and provide day-to-day management of the Bristol City Women's Football Club, its paid and unpaid staff and budgets;
- The management of relationships and services provided by key partners e.g Sponsors, Bristol Sport Limited, SGS College. Bristol City FC.
- Line Management of the Marketing Officer and Club Secretary.
- Producing the annual business plan and budgets for Board approval
- Planning, organising and delivering the match day experience.
- Developing and delivering the marketing and communication strategy of the Club, including maximising the effectiveness of all digital channels.
- Organising away travel arrangements in liaison with the Team Manager
- The work pattern for the role will require flexible working to reflect the peaks and troughs of the annual workload.

## Main Duties and Responsibilities:

- The General Manager should be The FA's primary contact for all league business and meetings, in particular: commercial, finance, broadcast, facility and fixture related issues.
- To ensure income targets are achieved and expenditure budgets are managed in line with agreed budgets.
- Development of relationships with key funding partners to ensure sustainability across the Club: working with other members of the senior management team to achieve this against the College and club business/development plan.
- Attendance at all FA WSL league meetings.
- Responsibility for Development Team and First Team fixture planning and subsequent management (through club secretary if relevant) to deliver against clubs plan for fixtures and events, marketing, match-day promotion.
- Oversee delivery of all match day administration, communications and operations for the 1<sup>st</sup> Team and Development team for both home and away matches.
- Accompany the squad to away matches and represent the Club as required
- Management of all staff relationships to ensure effective recruitment, day-to-day management and delivery of all work plans to agreed targets, in particular marketing/match day promotion and attendance targets.

- Supporting the coaching /senior management team on student and player recruitment, contracting, registration and associated salary management (through club secretary if relevant).
- Production of the annual FA Club Development Plan, ensuring the Club meets all licensing requirements.
- Reporting against Club Development Fund and presenting evidence required to release funding to the FA: meeting budget/match funding requirement, and annual reporting, through club treasurer and finance office.
- Responsibility for salary cap management and meeting all other FA WSL licence requirements.
- Day-to-day club budget management.
- Responsibility for overseeing the delivery of the Club's community programmes including the 'Skills Centre', Sister Club programme, Summer Camps and Forever Sport coaching.
- Developing further Skills Centres across Greater Gloucestershire to widen the brand of BCWFC and develop an income stream.
- Management of club requirement for SGS sports facilities against annual availability, usage and maintenance plan.
- To ensure the Club adheres to the FA Safeguarding children standards and best practice at all times (with support from the Safeguarding Officer)
- To maintain positive relations with key England International staff (Head Coach/Director of Elite Development/relevant age group coaches, Performance Support Staff)
- To represent the Club in a positive light in the media and to follow Bristol Sport's communications policy
- To positively embrace the objectives of the Club's key partners, Bristol Sport Limited and SGS College, and to incorporate their needs of these partners into the Club's operations.

#### **Person Specification**

##### **Essential Experience:**

- Demonstrated management experience, preferably in a sporting context
- Commercial acumen
- Proven business development experience.
- Experienced leader, able to work on own initiative as required
- Open to travel and working weekends and week-nights (mainly to attend football matches)
- Capable of working effectively within strict deadlines and a fast paced environment;
- Experienced budget holder with the ability to develop and monitor budgets
- Confident communicator

##### **Desirable Experience:**

- An interest in women's football and enthusiastic about developing women's football at this exciting time;