

kinseysears

Newport County AFC

Sporting Director

Candidate Information



## Overview

Newport County AFC is an ambitious football club based in South Wales which competes in League Two, the fourth tier of the English football league system. The Club is owned by the Newport County AFC supporters Trust. The Club is seeking to appoint their first Sporting Director who will be charged with delivery of the performance strategy that will help fulfil the Club's on and off-field objectives.

The Sporting Director will work alongside the Club's Directors and Management to develop a robust recruitment, development and retention strategy and they will be responsible for overseeing the delivery and monitoring & evaluation of the overall Football Strategy for the Club including setting and attaining performance objectives and budgeting.

The Sporting Director's priorities will be:

- Short Term - the recruitment and retention of the first team playing squad for the 2021/22 season in conjunction with the Manager with a focus on maximising the reach and effectiveness of the playing budget. Strategic partnerships with clubs at all levels of the pyramid, both above and below our current status.
- Medium Term - Focusing on the Academy and Development squad.
- Longer Term - Potential to broaden responsibilities and include sports science and medicine, analysis and football operations.

The role of Sporting Director is also designed to enable a strong connection between the professional footballing side of the Club and the rest of the organisation as both are dependent on the other to help drive the organisation as a whole.

This is an excellent opportunity for the appointed candidate to take ownership and accountability in this key position, develop the role and scope of the Sporting Director and demonstrate where they can add value to both the Club's on-field and wider objectives.

The Club is looking for a high-quality individual who is a strong believer in team culture and has the ability to empower and support others to achieve their objectives. Credibility within the game is key, as is a calm and professional approach at all times and the ability to unite and work collaboratively, especially when under pressure. The Sporting Director will require strong management expertise and the ability to lead, motivate and challenge a multi-disciplinary team in order to become a highly efficient high-performance unit.

The Sporting Director we seek will have ability to be strategic in terms of the overall plan for Newport County AFC combined with the ability to communicate the plan effectively so the team can understand and deliver the required objectives at an operational level.



Newport County AFC

Sporting Director

Job Description



**Job Title:**

Sporting Director.

**Department:**

Football Department.

**Reporting To:**

Board of Directors.

**Key Contacts:**

Chairman, Directors, General Manager, First Team Manager, Academy Manager.

**Location:**

Rodney Parade Stadium, Rodney Road, Newport. NP19 0UU. Extensive travel will also be required.

**Length of Contract:**

Initial three year contract

**Remuneration:**

Competitive and bonus structure.

**Hours:**

Such hours as necessary to fulfil the duties with an anticipated 37.5 hours a week with an expectation to work regular weekends and within unsocial hours as required. Annual leave is normally restricted within key working dates.

### **Purpose of the Role**

The successful candidate will work closely with the Board of Directors and the Club's Senior members of staff to operate as the catalyst between the Club's footballing department and the Board of Directors.

The initial priorities are:

- Retention and recruitment of the First Team squad for the 2021/22 season
- Establishing the bridge between the Academy and First Team with the initiation of the Development Squad
- Developing productive relationships with Clubs at all levels—above and below in the Football League system

The individual will be responsible for a range of footballing related operations centred around protecting and developing the Club's First Team while establishing and developing a clear pathway throughout the Club's structure, from the academy to the development squad and into the First Team.

With the support of the Club's existing footballing and administrative staff, the successful candidate will be tasked with achieving objectives across recruitment, player development and asset management.

In achieving these objectives, the individual will be pivotal to managing the clubs medium and long-term goals while protecting against reactive short-term measures.

In essence, the role of Sporting Director will be vital to the Club's on-field and off-field progression in the development of a structured approach to fulfilling the Club's longer term footballing objectives.

## Key Roles & Responsibilities

- 1. Scouting** The individual will be expected to report on emerging local talent, and its potential availability to the club. He/she will be encouraged to develop both a scouting network in Wales and England.
- 2. Player Identification** The manager will have a plan for the development of the squad and targets that he sees as fulfilling their plans, however those plans are constantly in need of development and it is crucial that the Club identifies players that can fulfil those plans and add to the value of the squad. The individual will ensure that targets are monitored and if they become unavailable that appropriate options are available for consideration by the manager.
- 3. Contract Negotiation** With the impact of COVID-19 it is crucial that continued focus is placed upon achieving cost-effective new player recruitment and extension of existing player contracts, so ability to deal effectively with agents and players to achieve this is crucial. The individual will be expected to work closely with the Manager and the Board to achieve successful and cost-effective contracts, all managed within an agreed budget and over-arching recruitment policy.
- 4. Contract Management** The balance between stability of the squad and renewal/development of the squad from season to season is also crucial, as part of the financial planning within the club we will set out the balance we would like to see in 1- and 2-year deals, as well as loans in and out. The individual will be expected to work closely with both the Board and the Manager to achieve the planned contract balance, as well as ensuring that the loan market is used effectively to mitigate costs.
- 5. Playing Asset Protection** Identification and development of playing assets is crucial to the progress of the club, we need to ensure that every effort is made to protect the club's interests and maximise the value that the club receives for the development of those assets.
- 6. Player Pathway** The development of players from Academy prospects to First Team squad players, as well as scouted players, we believe can be achieved by the creation of a Development squad. The role will be responsible for facilitating the transition of players through that pathway
- 7. Club Relationships** Building upon existing and creating new relationships with other clubs both in leagues above and below will be essential to achieving the objectives of this role. The Sporting Director will also be responsible for developing and maintaining excellent relationships with other key stakeholders including the Football Association of Wales.

Newport County AFC

Sporting Director

Person Specification



<b>Experience</b>		<b>Essential</b>	<b>Desirable</b>
1	Experience of working within a Professional Football Club.	*	
2	Experience of player identification and recruitment	*	
<b>Skills &amp; Knowledge</b>			
4	A strong team player that actively co-operates and communicates with others.	*	
5	Ability to understand and adapt to the culture of the Football Club.	*	
6	Good time management skills and able to focus on multiple projects simultaneously	*	
7	Expansive network of football players and organisations.		*
8	Ability to effectively manage budgets.	*	
9	Knowledge of Player Contract Negotiation.		*
10	Knowledge of a CAT 3 Academy.		*
11	Knowledge of player recruitment and development.	*	
12	Knowledge of elite sporting environment.		*
13	Ability to be accountable for delivering results against set objectives.	*	
<b>Personal Qualities</b>			
13	High Degree of personal drive and motivation.	*	
14	Proactive and hardworking nature.	*	
15	A strong communicator.	*	
16	A quick learner with the drive for personal development.	*	
17	Self-disciplined individual driven to achieve results.	*	

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**Safeguarding Statement**

Newport County AFC is committed to safeguarding the welfare of children and young people and expects all staff and volunteers to endorse this commitment. Relevant information and/or documents will be distributed as part of the recruitment process.

**Equality & Diversity Statement**

Newport County AFC is committed to providing services which embrace diversity, are free from all forms of discrimination and that promote equality of opportunity. We are part of a diverse community and wish to reflect this in our recruitment at all levels. We strongly encourage applications from candidates representing all areas of society for this role including candidates from all genders and ethnic backgrounds.

Our recruitment and employment processes are based entirely on merit with special care taken to ensure procedures are free from bias related to a candidate's age, race, gender, religion, sexual orientation, and other personal characteristics that are unrelated to their job performance. All candidates are treated equally and are fully supported throughout the process to ensure they have the best opportunity to demonstrate their skills and abilities to their full extent.

If you have any particular requirements in respect of the recruitment or interview process please mention this in your covering letter.



Newport County AFC

Sporting Director

How to apply and Timeline



### **How to Apply**

To submit your application e-mail your covering letter (two pages maximum) and CV (three pages maximum) to [info@kinseysears.com](mailto:info@kinseysears.com) quoting the reference NCAFC/SD.

### **Timeline**

Closing date for applications is 5.00pm Friday 2nd April 2021.

First round interviews will be held from Tuesday 6th April, Final interviews will be held from week beginning 12th April.

It is anticipated the appointed candidate will take up the post in early May 2021.

Kinsey Sears is an executive search organisation specialising in the sports sector with unparalleled experience in the industry worldwide.

Our company has been exclusively appointed by Newport County AFC to conduct all aspects of this assignment.

For a confidential discussion regarding this role please contact:

**Tom Sears, Managing Director**

m: 07775 106670

t: 0203 488 2629

e: [tsears@kinseysears.com](mailto:tsears@kinseysears.com)

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