



**DIRECTOR OF
COMMUNITY
Recruitment Pack**

March 2025





WHO WE ARE

The National League Trust is a registered charity and is one of the group of community focused organisations that are linked to professional football. As a critical partner of the National League, the Trust supports the development of community projects at football clubs who are members of the competition. The Trust works with the network of bodies across the game, including the Premier League Charitable Fund and the EFL in the Community, to ensure that club community organisations grow and develop their activities and governance, particularly those who have charitable status.

We are looking for someone who can lead the Trust through the next five years, with a vision to use knowledge, influence and funding to improve the lives of those who benefit from the work of the club community organisations the Trust supports. This will involve innovative change and shaping the Trust so that it is guaranteed a successful future.



Welcome from Jack Pearce Chair of the Board of trustees

Dear Candidate

Are you a strategic leader with the vision, creativity, and energy to guide the National League Trust through its next chapter of growth? If so, we are eager to hear from you.

Incorporated as a registered charity in 2012, the Trust has three roles – the first two are to support the growth and development of community organisations associated with football clubs who are members of the National League, the majority of whom are charities, and to distribute grant aid to help them deliver innovative programmes and activities that make a real difference to the lives of local people. You can find out more on our website:

[National League Trust](#)

Our third role is to support the National League as it develops as a competition, and the relationship it has with other football competitions.

To achieve these ambitions the Trust needs to be a sustainable charity. As our new Director, you will need to balance our existing work with business acumen, identifying opportunities to increase our income to be able to expand the work that we do, both as grant givers and as a support conduit.

We are seeking someone with the strategic vision, entrepreneurial spirit, and passion to harness the Trust's potential and lead us into an exciting new phase of growth. Whether it's broadening our reach, or strengthening our impact, you will play a central role in ensuring that the Trust continues to thrive.

If you are inspired by the idea of leading a unique organisation, we look forward to hearing from you.





About the Trust

The Trust began life in 2010 as a separate section of the Football Conference, becoming a registered charity and separate limited company – the Football Conference Trust – two years later. In 2016 both the League and Trust changed their names, creating the National League Trust.

The Trust is funded by an annual donation from the Premier League and the Professional Footballers' Association, which is currently £1.2m per year. This income is guaranteed until August 2028, and the Trust has been funded in this way since its inception.

In the beginning, the Trust was focused on funding projects through direct grant aid. This was to both support the club community organisations (CCOs) at football clubs who had been relegated from the EFL into the competition and to develop sustainable community activity at the traditional non-league club group who formed the majority of the League's membership.

Over the last 15 years the landscape has changed as the Trust's work has grown: there are now almost 50 charities associated with member clubs. Some of these are substantial, while others are newly created or in the first stage of growth.

The Trust's work is now focused on supporting their development in areas such as governance and impact measurement, as well as continuing direct grant aid support.

In 2017 the Trust was invited by the Premier League Charitable Fund to deliver a section of its renowned education programme, Premier League Primary Stars. There are currently 14 CCOs within the League delivering this programme.

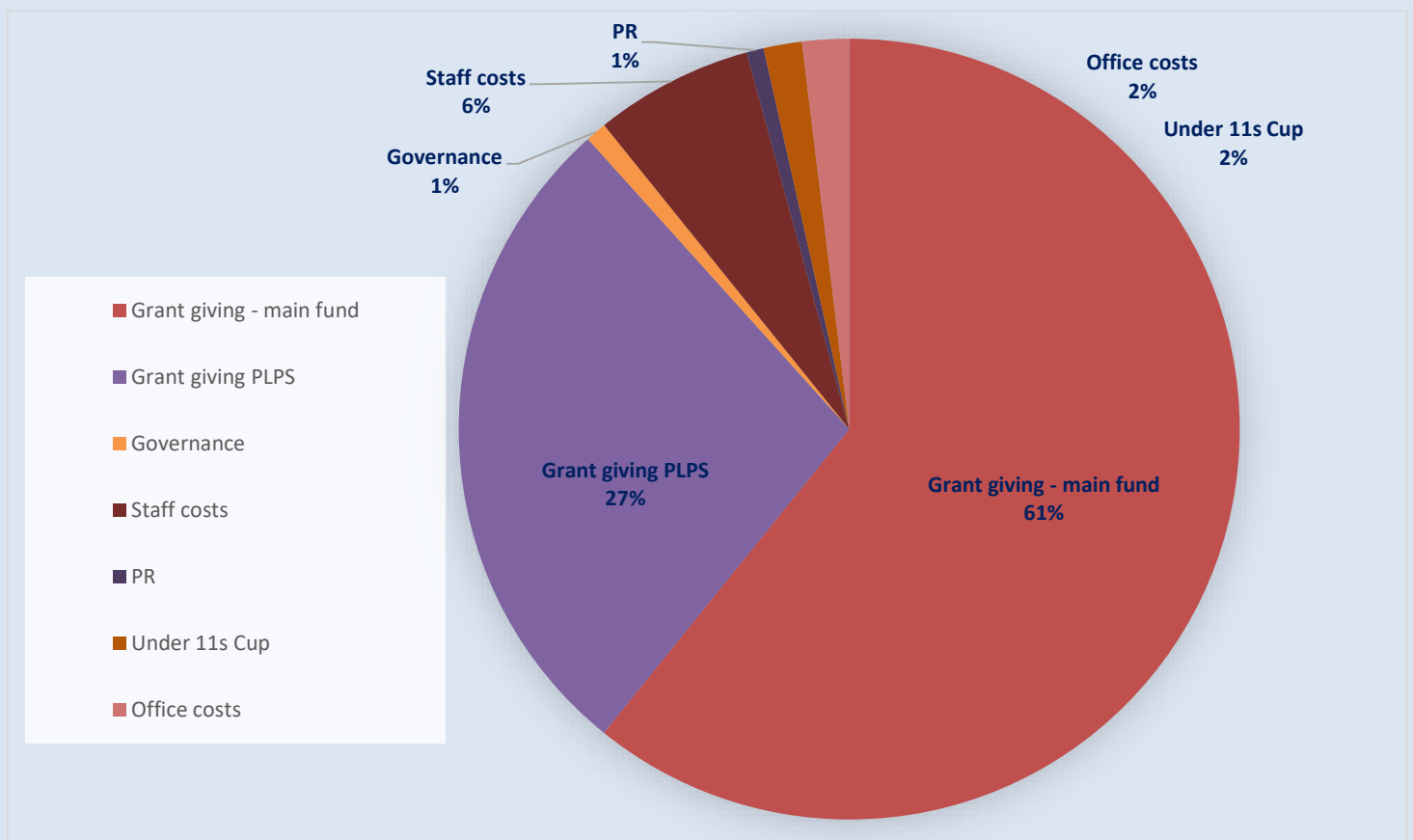
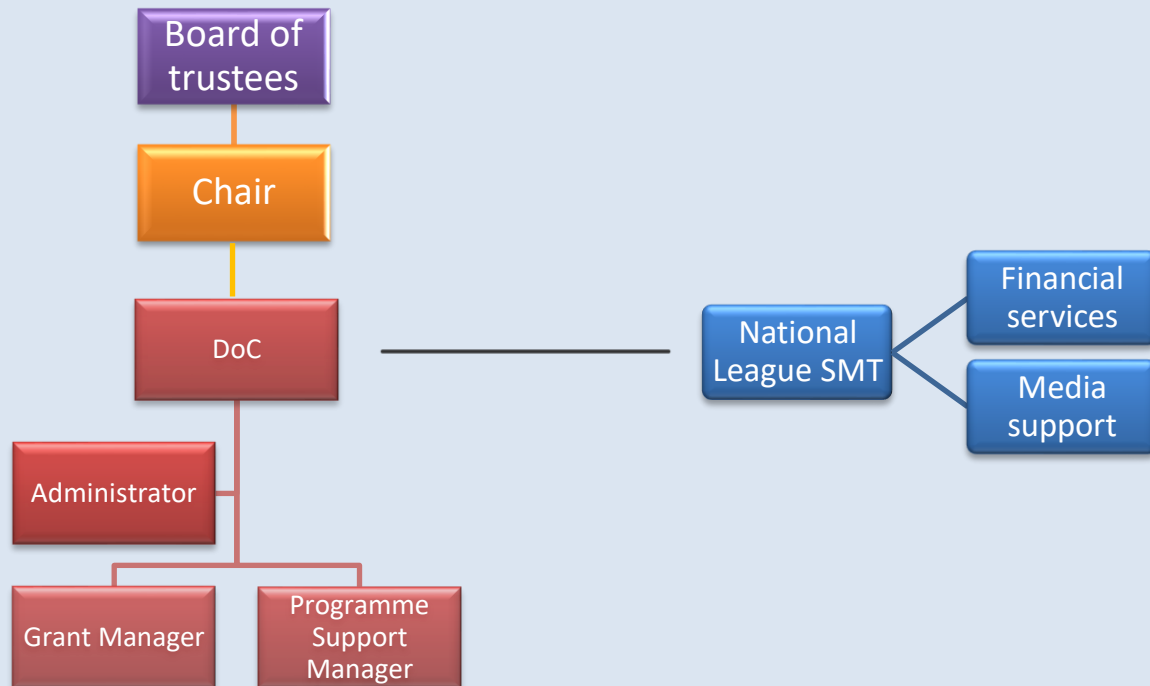
Each year the Trust organises a six-a-side football tournament for primary schools, with two entry categories: girls and mixed/boys. This is open to all 72 National League member clubs, who hold their own tournaments to find their representative schools. The Trust runs regional tournaments, and the qualifying teams go on to play a semi-final stage. The finalists play at Wembley Stadium before the League's season finale – the Promotion Play-off Final.



Our trustees include representatives of the League and funding partners together with an independent member. A strategic review began at the end of 2024 and is in its early stages. The Trust has a small staff team and relies on the National League's support in supplying key services such as finance and media. The Director of Community is part of the National League's Senior Management Team.

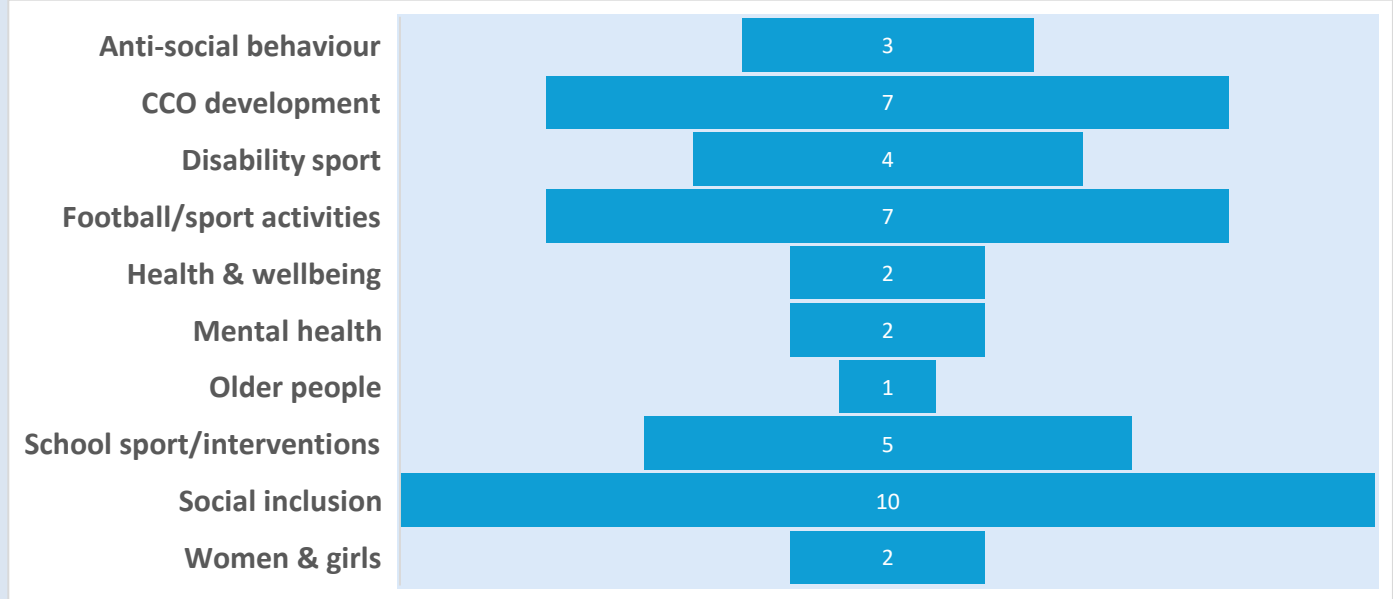
At present, all staff work on a hybrid basis spending at least one day in the office each week. During this period of change, the expectation is that the Director would be in the office for two days each week.

Organisational structure



This chart shows how the trust financed its activities in 2023/24. A majority of its income (88%) was given in grants.

The Trust funded 43 projects during the 2023/24 financial year focusing on the following: -



Job description

Location	Hybrid: Birmingham office and home
Salary	£52,000-£57,000 per annum (subject to experience)
Hours of work	Full time – 37 hours per week
Reports to	Chair of Trustees

Main purpose of the role

We are looking for a dynamic and visionary leader to take the Trust forward in its development over the next five years. This includes developing and delivering our strategy, overseeing grant funding operations, increasing income and raising the Trust's profile, leading to the growth of activity and impact. Working with a small team this role requires a passionate and experienced individual who is committed to making a difference to the National League's family of clubs, their community organisations and beneficiaries. Critical to the role is sustaining strong relationships with key stakeholders in the sector.

This job description is intended to summarise information needed to understand the scope of the role and is not exhaustive. Other duties may develop as needed to fulfil the Trust's purposes.

Key responsibilities

Strategy

- Develop, implement, and communicate our strategic vision and long-term goals.
- Lead the development of detailed strategic plans, setting measurable goals and performance indicators.
- Oversee the implementation of these plans, ensuring progress is regularly monitored and adjusted as necessary.

Operational and Financial Management:

- Oversee day-to-day operations, ensuring efficient and effective delivery of the Trust's mission and objectives.
- Manage the Trust's finances, including budgeting, reporting, and liaison with auditors, ensuring compliance with legal and regulatory requirements.
- Overall staff management, including recruitment processes, performance review and development. Ensure a positive work environment.
- Lead on developing and promoting equality, diversity, and inclusion practices.
- Oversee the management of the Trust's grant programme, ensuring that it is efficient, relevant and reactive. Includes oversight of grant policy and implementation of change.
- Facilitate the evaluation of funded projects to ensure alignment with the Trust's and funding partners goals and strategy.
- Ensure the maintenance and enhancement of the Trust's brand across all platforms.
- Oversight of safeguarding management for funded projects and within the Trust's events and activities.



Reporting and Governance:

- Report to the Trustees on strategy, operations, performance, and finances.
- Act as company secretary, ensuring compliance with legal requirements and best practice.
- Keep organisational policies up to date, ensuring they reflect current legal requirements and best practice.
- Manage Trust meetings, ensuring that accurate and timely information is provided for meetings and that trustees are kept up to date on developing issues in the interim.

Stakeholder Relations:

- Maintain strong relationships with foundations/CCO's, partner organisations, funding partners, and key individuals/organisations to sustain the Trust's reputation and support development.
- This includes (but is not limited to) the National League, the Premier League, the EFL, the Premier League Charitable Fund, EFL in the Community, the Professional Footballers Association and the FA.
- To maintain and develop the Trust's reputation with all stakeholders.
- Develop innovative funding streams to increase revenue and support the Trust's growth and development.
- Act as the Trust's spokesperson, representing it externally, engaging with media and participating in events and project visits.

Person specification

Category & Criteria		Requirement	Assessed
Skills & Knowledge			
Strategic vision and leadership	Track record of strategic planning, programme development, fundraising, stakeholder relations and financial management.	Essential	Application & interview
Financial acumen, fundraising and business skills	Experience of grant management processes. Understanding of fundraising and income generation	Essential	Application & interview
Change management and adaptability	Proven ability in helping lead organisational change for growth and development	Essential	Application & interview
Collaborative leadership	Strong interpersonal and communication skills, with the ability to build relationships and collaborate effectively	Essential	Application & interview
Charitable cause and organisational understanding	Understanding of the power of the positive impact funded programmes have in their communities.	Essential	Application & interview
	Knowledge of relevant legal and regulatory requirements governing charitable and non-profit organisations.	Essential	Application & interview
Being the organisation's spokesperson	Effective public speaker	Essential	Application & interview
Attitudes & behaviours			
	Demonstrated commitment to diversity, equality, and inclusion, with the ability to foster a culture of belonging and respect.	Essential	Interview
Roles & relationships			
	Excellent people management skills with an ability to motivate and work with colleagues at all levels of an organisation.	Essential	Application
	Ability to work effectively with stakeholders, partners and funders and able to demonstrate integrity, confidentiality and discretion.	Essential	Interview

General information

Benefits

28 days annual leave (excluding statutory days)

Employers pension contribution of 5%

Access to private healthcare

Equal opportunities

We are an equal opportunities employer and welcome applications from a diverse range of backgrounds, perspectives and experiences.

Data protection

Information provided by you as part of your application will be used in the recruitment process. By submitting your Personal Statement, you are giving your permission to your data being stored and processed for the purposes of the recruitment process, equal opportunities monitoring and your personnel record if you are the successful candidate.

Work permits

Under the Asylum and Immigration Act 1996, we are required to check that anyone taking up employment with us has the legal right to work in the UK. Successful applicants will be asked to provide us with documentary evidence to support their entitlement to work in the UK prior to taking up employment.

References and certificates

In the event of a conditional offer of employment being made, we will take up references prior to the offer being confirmed.

Application

Please submit your application by 5pm on **Wednesday 26 March**.

We require a personal statement which should be no more than two pages. This is your opportunity to help us understand how you meet the requirements of the role. Please explain why you think you have the experience or the ability to fulfil these requirements by using examples from your experience (through work, volunteer or other life experiences).

Please also send a curriculum vitae of no more than two pages highlighting your responsibilities and achievements.

Interview

The interview process will consist of the following:

- An online first interview. This will cover your motivation for the role, skills and experience.
- An in person second interview. This will take place at the Trust's office in central Birmingham on Monday 28 April 2025. The interview will consist of a presentation and panel questions. Details of the interviewers will also be shared in advance.

How to apply

You can send your personal statement and CV to us at the email address below, making sure your name is part of the document title.

Email to: HR@nationalleaguetrust.org.uk



We aim to acknowledge all applications so that candidates know they have been received.

A reminder of the recruitment dates:

Closing date for applications	26 March at 5pm
Notification	By 1 April
1st interview (online)	7,8 or 9 April
2nd interview (in person)	28 April

If you have any questions about the role, then please contact us at HR@nationalleaguetrust.org.uk and an appointment will be made for you to speak to an appropriate person.

