



Aberdeen Football Club Job Description

Name:	
Job Title:	Academy Director
Line Manager:	Director of Football
Line Manager for:	Development Phase Manager Youth Phase Manager Foundation Phase Manager Head of Academy Recruitment (with Head of Recruitment) Academy Sports Scientist (with Head of Sports Science)
Date Started:	
Overall Purpose of Job:	
<p>The Club has a promising core of talented players within the current squad, and well represented by a blend of emerging talent, including North Macedonian international Bojan Miovski and Cape Verdean Luis Lopes 'Duk', and players who have graduated from the Club's productive Youth Academy, including Connor Barron, Ryan Duncan and recent teenage debutant, Alfie Bavidge.</p> <p>The Academy Director will have overall responsibility for the AFC Youth Academy. They will be responsible both strategically and operationally to ensure that AFC adopt a holistic approach to the development of elite youth football players and operate a 'Best in Class' youth academy, particularly in the areas of Awareness, Football Mastery, Character and Athleticism.</p> <p>The Academy Director will lead the management, development and delivery of the Youth Academy, for the development of the Club's emerging talent, producing the future members of the AFC First Team.</p> <p>The Academy Director is responsible for promoting the wellbeing and safety of each player above all other considerations, including the development of performance.</p>	
Main Responsibilities/Description of Duties:	
<p>Strategic</p> <ul style="list-style-type: none"> • To lead the development and execution of the Youth Academy Strategic Plan, ensuring all Academy functions are integrated to support the achievement of the Club's player development objectives, covering all areas of the Football Value Chain (i.e. Identification, Recruitment, Induction, Development, Inspiring & Rewarding) and to include: <ul style="list-style-type: none"> ○ Tactical Development Plan (Awareness) ○ Technical Development Plan (Football Mastery) ○ Psychological Development Plan and Education & Welfare Plan (Character) ○ Athletic Development Plan (Athleticism) • To put in place a visible player pathway to full-time football. • To manage the development of the AFC Football Philosophy within the Academy, ensuring a consistent approach to coaching, playing and off-field programmes. • To ensure an Academy Coaching Programme is designed, implemented and monitored, which integrates all other football programmes, including but not limited to the Scottish FA Performance School; Programme of International Tournaments; Performance Analysis; Sport Science & Medical Programme; Individual Skills Homework; Safeguarding and Sports Psychology. 	



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Leadership

- To create an environment where children and young people are respected, their rights are promoted, and they are supported to have fun, learn, and develop in a safe environment.
- To ensure a programme of Continued Personal Development is implemented for all staff within the Academy in line with Club objectives.
- To develop a coaching and mentoring programme to assist Academy staff in their development and ongoing performance both on a group and one-to-one level.
- To continually evaluate the Performance of the Youth Academy ensuring its ongoing development.
- To foster a learning environment within the Academy where continued feedback, sharing of knowledge and attendance at learning events are encouraged.

Operational

- To ensure the Academy Player Identification and Recruitment function is operating within the parameters of the AFC Football Philosophy.
- To ensure a consistent quality of coaching and standards at all age levels within the Academy.
- To ensure that The Football Squad, Hudl, SportSessionPlanner and other technical software solutions are continually developed and utilised to their full potential within all functions of the Youth Academy.
- To ensure there are individual development plans in place, regularly reviewed and recorded appropriately for players and staff within the Academy to ensure standards are continually maintained and improved.
- To organise and attend regular coach & scout in-service days to complement the Youth Academy Philosophy and ensure it is executed.
- To ensure there is consistency and co-operation in the development of AFC Academy players attending a Scottish FA Performance School or other schools' programme.
- To introduce and deliver formal forums and structures specifically focused on the delivery of key performance objectives of each Academy performance function.
- Ensure that governing body criteria and Club Academy Scotland criteria are met, maintained, and exceeded in line with Club objectives.
- To ensure a high quality of safeguarding and medical provision is in place for all members of the youth academy. To monitor through weekly meetings to be informed and take action where required.

Communication

- Work with the PR and Marketing teams to develop the Youth Academy branding strategy to become an 'Academy of choice', ensuring Safeguarding guidelines are adhered to for all materials.
- Utilising formal meeting structures, MS Teams and other tools, to ensure that all Club functions both within and out-with the Youth Academy are kept informed regarding Academy activities, to support cross-departmental co-operation.
- To liaise with the Youth Academy Parents' Association.
- Development of relationships with relevant football associations within the North-East of Scotland and beyond (i.e. juveniles, schools, amateurs, juniors).



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- To be a positive influence on the direction of youth development in Scotland via the Scottish FA, Scottish Schools Football Association and other relevant governing bodies.
- To foster relationships with external official Club Partners and other stakeholders to ensure continued support and development of the Academy.
- To build a positive working relationship with the first team Head Coach, ensuring there is a strong communication around the progress of individuals in relation to succession planning.

Person Specification: Experience/Qualifications/Training/Personal Qualities

Essential

- UEFA A Licence.
- UEFA Elite Youth A Licence or equivalent.
- A proven track record working in a performance environment with evidence of notable achievements.
- Dedication to continued professional development.
- Strong IT skills and knowledge of databases and reporting capabilities.
- Excellent communication skills and ability to positively influence.
- Meticulous attention to detail and maintains a high level of confidentiality.
- Strong track record in both youth player wellbeing and development.
- Experience of coach development.
- Self-motivated, ability to work with minimum of supervision.
- Ability to lead a multidisciplinary team.
- Strong communicator & people management skills.
- Driving licence.
- Wide network of football contacts across all stakeholder groups.

Desirable

- UEFA Pro Licence (or working towards).
- Scottish FA Advanced Children's Licence.
- Degree level educated in Sports or Management.
- Experience of delivering football development programs.

Signed by Employee:

Signed by Line Manager:

Date:

Date: