



Volunteer Ladies Junior Academy Coaches (U10s – U16s)

Hours: 6 hours per week; Wednesday (7pm-9pm), Friday (7pm-9pm), Sunday (varied for matches)

Location: West Ham United Foundation Beckton

West Ham United Ladies are looking for coaches to join our elite girls Junior Academy program. We believe that:

- Command-style or instruction based coaching stunts the creative development of a player. This method actually prevents players from learning through their own problem solving.
- Players learn from being challenged; such as playing against physically more developed players. We strive to develop players through a growth mind-set that values struggle over 'success'.
- Coaches don't have the 'right' answer, and instead we encourage players to think creatively for themselves.

At West Ham United Ladies, we can offer an ambitious coach the chance to work in a constructivist way, within an elite player development program which has an exciting long term version. All too often elite programs are based on behaviourist models of teaching with sections of the game taught in linear, reductionist ways. Rather than approaching the contextual complexity of the game, allowing a player to solve challenging problems in an enjoyable environment of a game.

We always believe that players learn best when they are allowed to solve football problems for themselves, even though this approach will mean they will make plenty of mistakes along the way. The football environment we provide is pioneering, it considers the principles of ecological dynamics, skill acquisition and a desire to understand the human brain and how it develops. We are inspired by educational pioneers such as Ken Robinson and Sugata Mitra in a hope that it will allow us to push the boundaries of creative player development.

Person Specification

The ideal candidate will have skills and experience in the following areas: -

Education/qualifications/experience

- FA Level 2 – Essential
- FA Youth Module 1 & 2 - Essential
- FA Safeguarding Children Certificate – Essential
- FA Emergency First Aid Certificate – Essential
- Valid UK Driving Licence – Desirable

Knowledge/Skills/Abilities



LADIES

- A feel that they could develop an interest in how the human brain works and how humans learn (the scientific disciplines of cognitive neurology and ecological dynamics) and seek to this understating to affect the learning environment.
- Seek to use their imagination to see what each player could become in the future, rather than seeing them for what they are now. Look beyond who are the 'best' player with the 'best' attributes right now, and instead challenge and motivate players to learn over time.
- Believe that learning, especially when it relates to something as complex as creativity to solve football specific problems, is not a linear process, and is best learnt through the constructivist approach of learner exploration.
- Believe that skilled football performance is the product of constant perception of the environment and action. For this reason, prefer players to solve real football problems in their own way, as they have perceived it, and then to adapt their approach to solving these problems through a process of trial and error.
- Always prefer to give players game based challenges rather than using instruction/command.
- See opposition and direction as both fundamental to the specificity of any football challenge and therefore do not use unopposed, non-directional practices to teach football-specific skill.

Key Responsibilities

- Responsible for planning, preparing and delivering coaching sessions in line with the Clubs philosophy.
- Responsible for match day preparation and performance within the Clubs guidelines.
- To liaise closely with the West Ham United Ladies Junior Academy Director in regards to player's development through training.
- Communicate regularly with Management Staff to ensure match day preparations and team selections are in place.
- Engage in the necessary CPD training workshops to further your development.
- To support the development of West Ham United Girls Academy players through the Ladies pathway.
- To ensure that all delivery satisfies the clubs Safeguarding and Welfare procedures

Equal Opportunities

- To ensure that all departments are provided within an anti-discriminatory framework and take account of such issues as race, gender, sexuality, disability, religion and age.
- To carry out work in a manner which promotes equality of opportunity for both staff and clients.

Understanding and commitment to the Club's Equality Policy and ability to promote anti-discriminatory practice.



LADIES

We are committed to the principle of equality and equal opportunities in employment and have been accredited with the being Disability Confident Committed. We will actively promote equality and equal opportunities in our business to ensure that individuals receive treatment that is fair and equitable and consistent with their relevant aptitudes, potential skills and abilities. Employees will be recruited and selected, promoted and trained on the basis of objective criteria.

West Ham United FC is committed to equality and safeguarding children and vulnerable adults. Positions that involve working with such groups are subject to safer recruitment protocols, including DBS Disclosure at enhanced level.

Once you have applied for this role you are required to complete an equal opportunities survey to allow the Club to monitor the success of its equality initiatives. The survey will take two minutes and can be access using the following link: https://www.surveymonkey.co.uk/r/WHU_Equal_Opportunities.

To apply please email your CV with a covering letter and return e-mail address to hr@westhamunited.co.uk by **21st July 2017**. We encourage applicants to apply as early as possible as we reserve the right to close the advert earlier than advertised.

