

Pitch Advisory Service Wales

Recruitment for

**Key Account Manager
Football (North Wales)**

3-year fixed term contract

Key Account Manager – Football (North Wales) 3-Year fixed term contract

The Grounds Management Association (GMA) is seeking to recruit a Key Account Manager for football in Wales to join the existing team in supporting the delivery of the Pitch Advisory Service (PAS) for a fixed term of 3 years.

The PAS is designed to raise standards of sports surfaces and the understanding of sports turf management practices at volunteer level and is delivered by the GMA on behalf of the Cymru Football Foundation and Football Association of Wales

The role will encompass liaison with the CFF and FAW as well as the other National Sports Governing Bodies along with other stakeholders. The Key Account Manager will manage the achievement of the aims and objectives of the CFF and FAW.

The successful candidate should have excellent interpersonal, communication and IT skills with strong analytical ability. They should be well organised and able to demonstrate in-depth working knowledge and understanding of turf care management with a proven background in turf management at a senior level, preferably sports turf.

Reporting directly to the Chief Operating Officer, working closely with the Head of Business Services and the Key Account Managers for Cricket, Football, Rugby League and Rugby Union in England; they should be an experienced and effective people and resources manager and possess a high level of technical proficiency in grounds management. An understanding of the structures of sport, especially football in Wales, along with knowledge and understanding of local authorities and community sport structures would be advantageous.

The role is home based with requirement to travel to the GMA head office in Milton Keynes and other sites for meetings or visits, as necessary. The Key Account Manager for football is a regional role covering the North of Wales, so residency within or close to the boundary would be advantageous.

The GMA is the UK's leading industry body for the grounds care sector. A not-for-profit membership organisation promoting and protecting the interests of professional and volunteer grounds people who make sport possible by keeping green spaces and playing surfaces safe, accessible, and sustainable across educational establishments, community facilities, and sports clubs at grassroot, amateur, and elite professional level.

SALTEX is the brand name of the exhibition owned and operated by the GMA with all profits supporting the GMA's provision and delivery of the industry training, education and membership services.

For further details including details of the regional cover please refer to the application pack by following this link: [Latest jobs | Grounds Management Association \(thegma.org.uk\)](https://www.thegma.org.uk/latest-jobs)

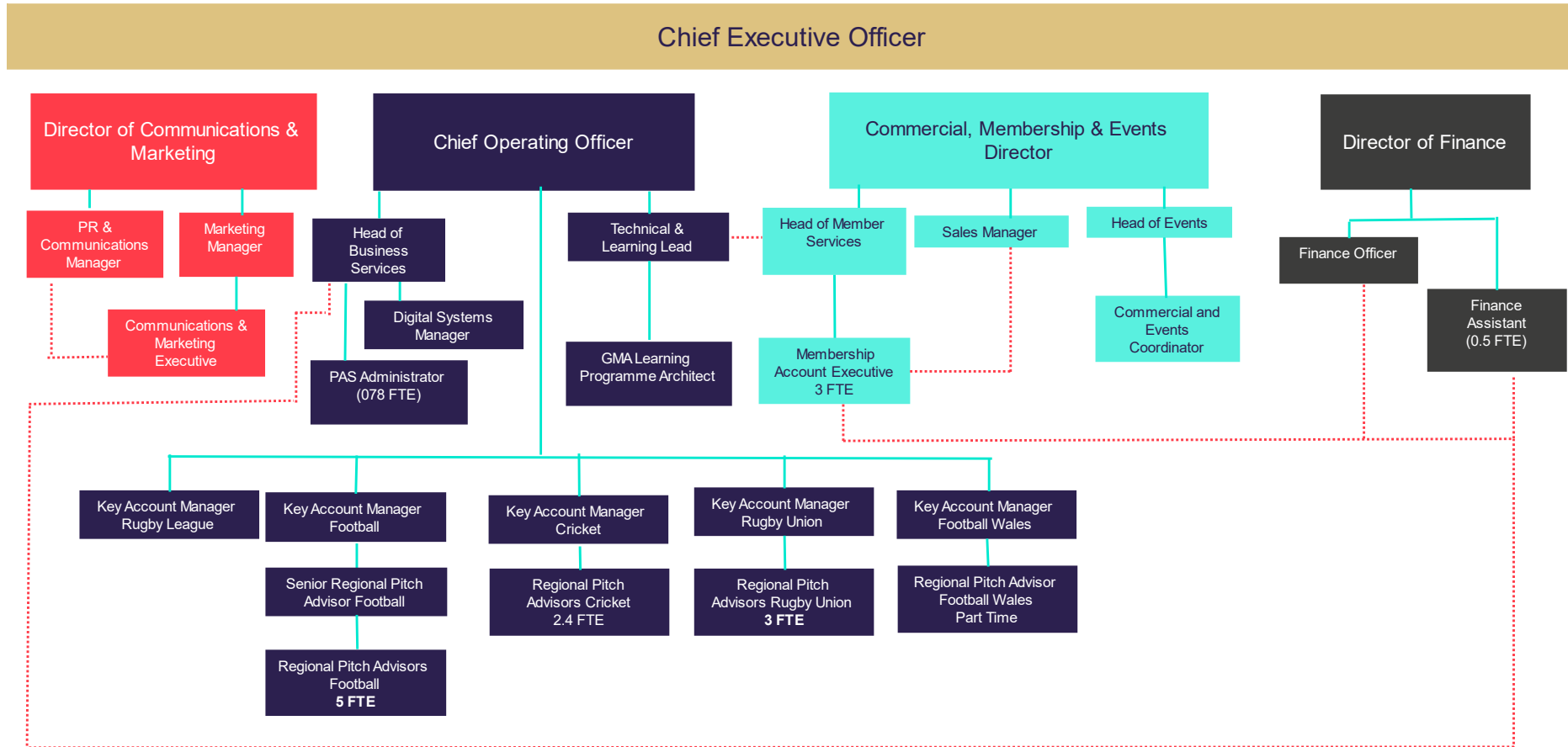
Competitive salary starting from £37K per annum plus car allowance and pension, employee assistance programme, life assurance cover, 25 days annual leave plus bank holidays and Christmas closure.

Application deadline: 4 July 2024 5:00 pm.

The GMA is an equal opportunity employer that supports and celebrates difference for the benefit of our employees and our community.



GMA Organisation Chart



Background to the Grounds Management Association

The Grounds Management Association (GMA) is the leading, membership organisation representing grounds managers, grounds staff, grounds maintenance managers, and all others involved in the management of sports pitches, landscape and amenity facilities in the UK. Our members range from professionals managing the playing surfaces of elite stadia and training facilities through to volunteers maintaining grassroots pitches for local communities and groups.

Our vision is to help them achieve “quality surfaces through excellence in grounds management”.

As well as maintaining the GMA Performance Quality Standards (PQS) and providing a Turf Care Advisory Service for sports grounds, lawn maintenance and amenity horticulture, the GMA is recognised by the National Governing Bodies of Sport, the public, private and voluntary sectors for its industry knowledge and technical expertise. The GMA's extensive learning programmes cover all sport surfaces - including cricket, football, rugby, tennis, horse racing and bowls - plus artificial surfaces, turf science, management development and other specialist horticultural subjects.

The GMA provides a wide-ranging portfolio of qualification and training courses and has developed programmes aimed at encouraging new entrants into the industry and networking opportunities via its 'Young Directors Programme', as well as initiatives such as the current "Get into Grounds" Campaign. The GMA was established in 1934 by WH Bowles, the groundsman responsible for managing the playing fields of Eton. Living out our promise to members “Serving you through the seasons” the GMA provides a wide range of membership services to generations of grounds staff, helping to support their professional and personal development throughout their careers.

The GMA also owns and organises the annual SALTEX exhibition - Europe's leading show for open space management at the National Exhibition Centre in Birmingham. In addition, it hosts an GMA Industry Awards Ceremony, which has raised the profile of grounds management - best practice and performance. For more information visit www.thegma.org.uk

Pitch Advisory Service

The 'Pitch Advisory Service' for Wales is a joint collaboration between the GMA, the Cymru Football Foundation, and the Football Association of Wales. The Key Account Manager role will sit within the existing staff of the GMA, reporting directly to the Chief Operating Officer and on a regular basis to representatives from the funding National Governing Bodies of sport. The overall emphasis and direction of the role is to raise standards, improve knowledge, awareness and understanding of best practice in preparing and maintaining sports surfaces. Especially, at grassroots level so that over time, standards and the approach to maintaining facilities are improved.

The 'Pitch Advisory Service' for England has been in existence since 2014 is a joint collaboration between the GMA, Sport England, the Football Foundation, the Football Association, the England & Wales Cricket Board, the Rugby Football League and the Rugby Football Union.

The Key Account Manager will provide strategy and offer advice and guidance year-round to improve the quality and provision of sports turf management. They will also, improve the principles of sports turf management through education and technical assessment understanding across the aforementioned sports.

This is an exciting opportunity to make an impact, to raise standards and awareness of sports turf management principles and to enhance knowledge of club volunteers, governing body representatives employed in the administration of sport and the general public.

The 'Pitch Advisory Service' for Wales staff will all be employed on a 3-year fixed term contract by the Grounds Management Association. All roles will be home based, with regular structured meetings as a group and working as part of a wider team.

Key Account Manager – Football (Wales)

3-Year fixed term contract

Role Profile and Person Specification

Job Title	Key Account Manager – Football (Wales)
Team	Pitch Advisory Service (PAS)
Location	Home based with coverage across North Wales and attendance at Head Officer and other locations as required.

Role Profile

Reporting to:	Chief Operating Officer
Line Management Responsibility:	None
Key Business Area:	<ul style="list-style-type: none"> • Monitor and strategic implementation of the Pitch Advisory Service and National Governing Body strategy and delivery of initiatives within the CFF and FAW partnership and any associated Key Performance Indicators (KPIs) • Manage the achievement of the aims and objectives of the governing body through the delivery of a support network within that designated sport • Report on progress to Line Manager and funding partners • Work closely with Chief Operating Officer to enhance the GMA products and services for volunteers • Enhance knowledge and understanding of the principles of sports turf management • Relationship management
Job Purpose:	<ul style="list-style-type: none"> • Lead the development provide delivery and review of the Pitch advisory service in collaboration with the key partners and in line with GMA strategies and services. • Lead and support the key partners, in particular the CFF and FAW in the delivery of the programme and any associated Key Performance Indicators (KPIs). • Work in conjunction with the other sport Leads to ensure a Performance Quality Standards (PQS) via the Grounds Management Framework (GMF) programme is developed and delivered as set out by national governing bodies and the GMA. • Oversee the delivery of the overall achievement of the aims and objectives of the programme. • Ensure all aspects of the programme are successfully implemented. • Key conduit for reporting on progress to PAS Operations Management Group (OMG), GMA Senior Management Team (SMT). • Membership of the GMA Heads of Department and PAS Management teams. • Ensure the needs and requirements of the volunteer networks and bodies approved by the NGBs are appropriately serviced.

Main Responsibilities	Measures of Success
<ol style="list-style-type: none"> 1. Service the requirements and development of national governing bodies/identified priorities within designated area and engage with local authorities. 2. Support and implement core training courses and membership to support the NGB programmes. 3. Working with the GMA Technical and Learning Department, help identify and develop key delivery mechanisms for the generic and core training courses, supporting the accreditation and management of the courses. 4. Manage the development of performance standards through reporting and advising on grounds improvement and ensuring a Performance Quality Standards programme is developed and delivered via the GMA Grounds Management Framework through the regional team as set out by the NGB. 5. Adhere to agreed strategies to ensure all training, support and systems are compliant with NGB technical guidelines. Where necessary, make recommendations or modifications and contribute to pitch sports working groups. 6. Work closely with NGBs to ensure all recommendations or modifications to programmes are investigated and acted upon. 7. Ensure that any information is submitted as required within agreed timescales. 8. Attend regular meetings as agreed with the GMA, NGBs and stakeholders. 9. Ensure the needs and requirements of the volunteer networks and bodies approved by the NGBs are serviced. 10. Ongoing review of the effectiveness of programmes, operational systems and procedures and where appropriate make recommendations to the Chief Operating Officer and NGBs regarding improvements to present procedures/objectives or implementation of new ideas. 11. Undertake and oversee research that enables the programme to look at innovative solutions to enhance the future development of the programme. 12. Contribute to the preparation, management, monitoring and control of the Pitch Advisory Service budget. 13. In conjunction with the GMA executive team, contribute to the development of the GMA training and membership strategy to achieve agreed targets. 14. Contribute to team meetings and cross-team working as a member of the GMA executive teams. 15. Represent the GMA with relevant external partners as agreed with the Chief Executive and Chief Operating Officer 16. Undertake any other responsibilities as specifically directed and agreed with the Chief Executive and Chief Operating Officer. 	<ul style="list-style-type: none"> • Client feedback (from courses, NGBs, and from SALTEX, GMA events) • Delivery of set Programme KPIs for your specific sport. • Extent of adoption of GMA/NGB quality standards. • Enhancement of GMA reputation. • Performance against agreed budget, generation of revenue and impact on GMA balance sheet. • Growth of GMA membership. • Adherence to project and task timescales. • Quality of operational plan. • Quality and success of the programme. • Quality of solutions developed and 'added value' provided. • Project outcomes (cost, quality, standards introduced, cost savings etc.) • Collaboration with experts/ colleagues to resolve specific needs. • Effective time management, flexibility at times of competing demand. • Peer feedback, including NGBs/Stakeholders

Person Specification – Key Requirements

<p>Experience:</p>	<ul style="list-style-type: none"> • In-depth working experience in the turf care, grounds management or similar related industry, typically this would be of a minimum of 5 years and operating at a senior level and with a reputation as an acknowledged and respected expert. • Evidence of effective management of people and developing effective working relations, including goals setting, monitoring targets/outcomes and developing staff and managing people issues. Demonstrable experience of effective management of remote and multi-site working. • Sound experience in developing and deploying national strategies and associated operational plans successfully (delivering outcomes at a local level).
<p>Technical and/or Professional Skills</p>	<ul style="list-style-type: none"> • Technical proficiency in turf care/grounds management. • Competence in financial/budget management and demonstrable application of the business principles and financial controls required to lead and develop a key function. • Ability to analyse and process data/complex information.
<p>Qualifications and/or Knowledge</p>	<ul style="list-style-type: none"> • An understanding of the design and construction of relevant playing surfaces. • Competence in the use of a range of IT applications to conduct day to day business. Good understanding of IT and its application to deliver business benefits. • Understanding of the workings of sports governing bodies and GMA strategies and local authorities
<p>Personal Qualities</p>	<ul style="list-style-type: none"> • Strong communication (verbal and written) and interpersonal skills and experience of presenting and influencing at all levels within the sporting structure • Background in people and resources management at senior level. • Flexible, with strong organisational and interpersonal skills, able to prioritise conflicting demands. • Ability to speak Welsh (Desirable)
<p>Other Considerations</p>	<ul style="list-style-type: none"> • Car owner/driver with clean licence, the role is home based but can include frequent periods of time away, so must have the ability to travel on GMA business and stay away overnight at short notice.

Core Competencies		
Competency	Indicators	Description
Achieving results of a high quality	Delivers	Achieve what was required, on time and to appropriate quality.
	Plans strategy	Draw up a strategy to achieve organisational aims. Plan for the short and long term, considering a wider set of issues. Set interim goals to meet longer-term objectives.
	Create solutions	Are creative and come up with fresh ideas to meet objectives.
	Manages change	Establish new priorities and revise plans/proposals to reflect operational policy changes. Identify barriers to progress and ways of overcoming them.
Demonstrates leadership and personal judgement	Shows good judgement	Make the right decisions based on the evidence presented in a range of alternative options.
Working partnership with Others	Develops good working relationships	Develop effective working relationships with others, including colleagues, clients and outside contacts.
Being open and communicating Well	Persuades and influences	Are able, when necessary, to influence others' views positively.
	Negotiates effectively	Work with others, dealing effectively with any obstacles to obtain the best outcome.
Valuing the people, we work with and their diversity	Promotes equal opportunities	Treat people fairly and respond sensitively to differences.

Terms and Conditions

The remuneration package consists of the following:

Salary: From: £37k per annum, actual starting salary will be determined by discussion with the successful candidate and will take into account a number of factors including current salary, relevant experience and qualifications, etc.

Location: The Key Account Manager (Football Wales) will be a regional role covering the North of Wales so candidates' residency within or close to the boundary would be advantageous. Relocation is not included in this package.

Contract Term: Fixed term 3-Years linked to the duration of the funding for the role.

Pension: The GMA's pension scheme is fully compliant with the current Auto Enrolment legislation and is operated by Royal London. Employees are eligible to join after completion of 3 months' service. The GMA contribution is initially 3% of gross salary per month, increasing to 7.5% of the gross salary after 6 months' satisfactory service. After completion of the initial 3 months' service Employee contributions are initially 5% per month which would be reviewed in line with Auto Enrolment legislation after 6 months' satisfactory service. At which point the employee may elect to make additional contributions, over and above Auto Enrolment levels. All employee contributions are deductible from their monthly net salary.

Car Allowance and Mileage: A non-pensionable car allowance of £4,500 per annum is payable. Mileage incurred for business purposes is reimbursed at mileage rates used by the GMA for private vehicles.

Annual Leave: 25 working days of annual leave per annum in addition to all public and bank holidays. Rising by 1 extra working day after every 4 complete years of service, up to a maximum of 30 working days annual leave. The holiday year is 1 April to 31 March. The GMA operates an annual shutdown during the period between Christmas and the new year with no deduction from employees' annual leave allowance.

Life Assurance Cover: The GMA has established a Group Life Assurance scheme for all employees who are both employed and resident in the UK. All staff aged between 16 and State Pension Age are automatically enrolled into the scheme. The scheme provides death-in-service cover of 4 times the employee's basic annual salary payable to the employee's nominated beneficiaries.

Employee Assistance Programme: The GMA offers all employees access to a confidential, 24/7 Employee Assistance Programme (EAP), delivered by Health Assured to help our employees deal with personal and professional problems that could be affecting their home life or work life, health, and general wellbeing.

Application and Recruitment Process

Closing date for application: 4 July 2024 5:00 pm

Indicative selection and interview dates: w/c 15 July 2024

To apply you should submit your current CV/resume together with a cover letter to ghkconsultancy@gmail.com The cover letter should set out:

1. Why you believe you are a suitable candidate, your knowledge of the sport for the post you are applying for (especially the facility strategies) and that of the GMA and its products, services and

how it serves the industry as well as setting out your skill and experience. This should be no longer than 800 words.

2. The names of 2 referees, one of whom must be your current or last employer (NB No referees will be contacted without your expressed consent)
3. Details of your current salary and other emoluments.

For an informal discussion please contact **Gloria Lau** at ghkconsultancy@gmail.com in confidence.

The application pack can be downloaded from [Latest jobs | Grounds Management Association \(thegma.org.uk\)](https://www.thegma.org.uk/latest-jobs)

Job applicant privacy notice

Data controller: The Grounds Management Association (GMA), 28 Stratford Office Village, Walker Avenue, Wolverton Mill East, Milton Keynes MK12 5TW

Data protection officer: Alan Clarke, Director of Finance and Administration

As part of any recruitment process, GMA collects and processes personal data relating to job applicants. GMA is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

What information does GMA collect?

GMA collects a range of information about you. This includes [list the appropriate points and expand on them as necessary]:

- your name, address and contact details, including email address and telephone number.
- details of your qualifications, skills, experience and employment history.
- information about your current level of remuneration, including benefit entitlements.
- whether or not you have a disability for which the organisation needs to make reasonable adjustments during the recruitment process.
- information about your entitlement to work in the UK.

The GMA may collect this information in a variety of ways. For example, data might be contained in application forms, CVs or resumes, obtained from your passport or other identity documents, or collected through interviews or other forms of assessment, including online tests.

The GMA may also collect personal data about you from third parties, such as references supplied by former employers. GMA will seek information from third parties only once a job offer to you has been made and will inform you that it is doing so.

Data will be stored in a range of different places, including on your application record, in HR consultancy systems and on other IT systems including email.

Why does GMA process personal data?

GMA needs to process data to take steps at your request prior to entering into a contract with you. It may also need to process your data to enter into a contract with you.

In some cases, GMA needs to process data to ensure that it is complying with its legal obligations. For example, it is required to check a successful applicant's eligibility to work in the UK before employment starts.

GMA has a legitimate interest in processing personal data during the recruitment process and for keeping records of the process. Processing data from job applicants allows GMA to manage the recruitment process, assess and confirm a candidate's suitability for employment and decide to whom to offer a job. GMA may also need to process data from job applicants to respond to and defend against legal claims.

GMA may process information about whether or not applicants are disabled to make reasonable adjustments for candidates who have a disability. This is to carry out its obligations and exercise specific rights in relation to employment.

If your application is unsuccessful, GMA may keep your personal data on file in case there are future employment opportunities for which you may be suited. GMA will ask for your consent before it keeps your data for this purpose, and you are free to withdraw your consent at any time.

Who has access to data?

Your information may be shared internally for the purposes of the recruitment exercise. This includes members of the HR consultancy and recruitment team, interviewers involved in the recruitment process, managers in the business area with a vacancy and IT staff if access to the data is necessary for the performance of their roles.

The GMA will not share your data with third parties unless your application for employment is successful and it makes you an offer of employment. GMA will then share your data with former employers or other referees to obtain references for you.

GMA will not transfer your data outside the European Economic Area.

How does GMA protect data?

GMA takes the security of your data seriously. It has internal policies and controls in place to ensure that your data is not lost, accidentally destroyed, misused or disclosed, and is not accessed except by our employees in the proper performance of their duties.

For how long does GMA keep data?

If your application for employment is unsuccessful, GMA will hold your data on file for 6 months after the end of the relevant recruitment process. If you agree to allow GMA to keep your personal data on file, GMA will hold your data on file for a further 6 months for consideration for future employment opportunities. At the end of that period, your data is deleted or destroyed. If your application for employment is successful, personal data gathered during the recruitment process will be transferred to your personnel file and retained during your employment. The periods for which your data will be held will be provided to you in a new privacy notice.

Your rights

As a data subject, you have a number of rights. You can:

- access and obtain a copy of your data on request.
- require GMA to change incorrect or incomplete data.
- require GMA to delete or stop processing your data, for example where the data is no longer necessary for the purposes of processing; and
- object to the processing of your data where GMA is relying on its legitimate interests as the legal ground for processing.
- If you would like to exercise any of these rights, please contact AlanClarke@thegma.org.uk
- If you believe that GMA has not complied with your data protection rights, you can complain to the Information Commissioner.

What if you do not provide personal data?

You are under no statutory or contractual obligation to provide data GMA during the recruitment process. However, if you do not provide the information, GMA may not be able to process your application properly or at all.