



Head of Academy

Candidate Pack

Barry
Road
Turnstiles



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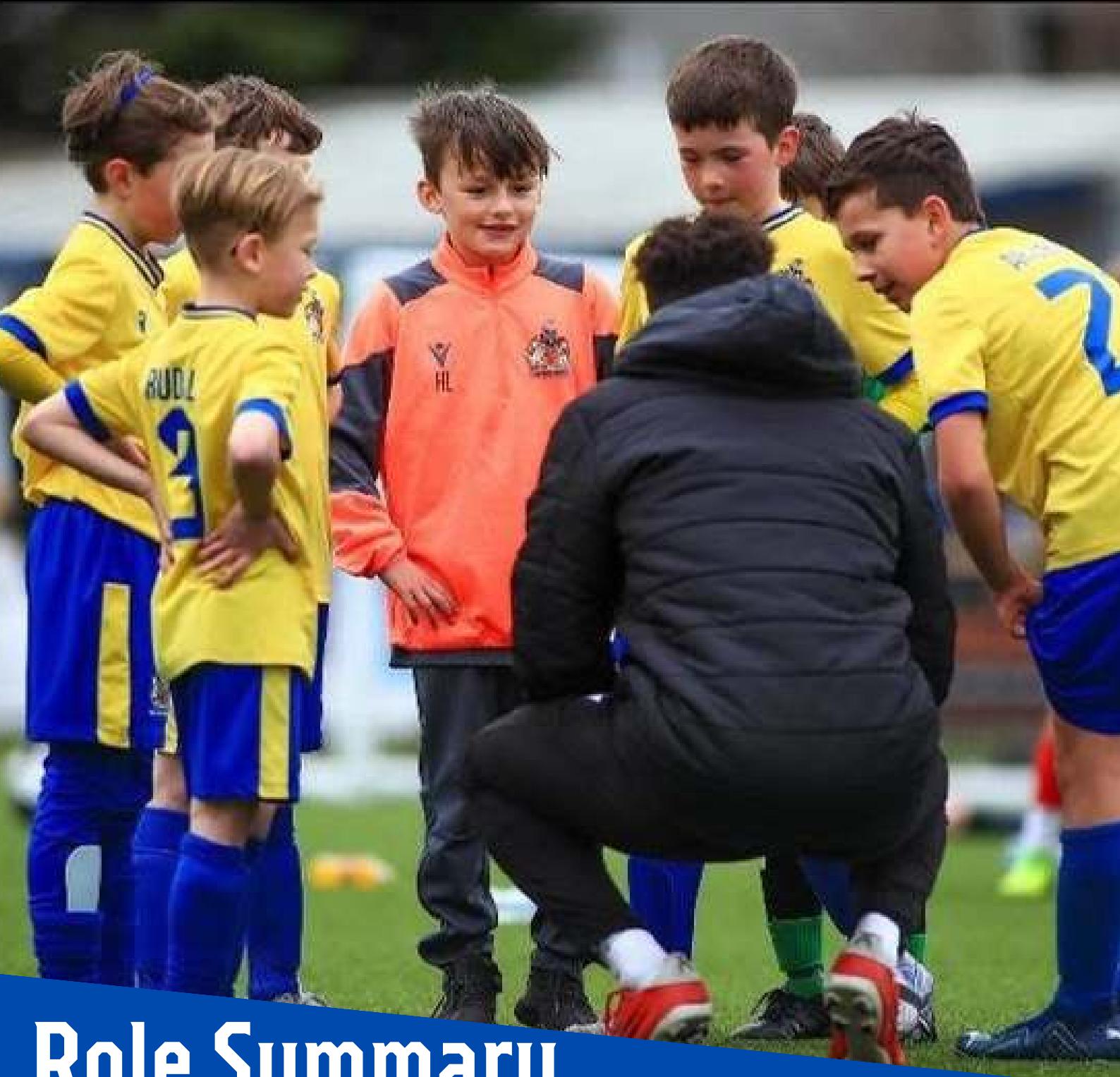


About Barry Town United

Barry Town United is a community-focused, family-oriented football club with a rich history in Welsh domestic football. Deeply rooted in the local community, the club is committed to developing academy players, promoting inclusivity, and creating a welcoming environment for players, supporters, and visitors of all ages.

Our men's and women's senior teams compete at Tier 1 of the Welsh domestic pyramid, in the Cymru Premier and Adran Premier respectively.

The academy currently supports 180 players of both genders, with age groups ranging from U8 to U19. Under the successful leadership of the outgoing Academy Manager, the academy has grown significantly - expanding from one weekly contact session and six staff members to three weekly contacts across three sites, supported by 25 staff. As the club enters an exciting new era, Barry Town United is seeking a dynamic and experienced Head of Academy to build upon this success and drive the continued growth and development of the academy, both on and off the pitch.



Role Summary

Job Title: Head of Academy

Reports to: Executive Board

Location: Jenner Park Stadium (Multi Site Training)

Contract & Salary: Full Time & Competitive

Job Overview: As Head of Academy at Barry Town United, you will lead the strategy and day-to-day operational delivery of our academy programme for U8-U19 players. This is an exciting opportunity to make a real impact - developing talented players, nurturing coaches, connecting the wider football community, while ensuring full compliance with the FAW Academy Licensed Framework. You will provide strong and inspiring leadership across coaching, operations, budgeting, safeguarding, partnerships, and community engagement. With a focus on creating a sustainable pathway into first-team football, you will help shape the next generation of talent with an opportunity to leave a lasting legacy both on and off the pitch.



Key Responsibilities

Strategic & Operational Leadership

- Provide strategic leadership and day-to-day management of the Barry Town United Academy (U8-19s)
- Oversee the effective performance and delivery of weekly training programmes and fixtures across all age groups
- Work closely with the Club Secretary & General Manager to support matchday delivery and ensure all academy administration is up to date and accurate via COMET
- Ensure consistency of playing philosophy, standards and player development throughout the academy

FAW Compliance & Governance

- Act as the primary liaison with the FAW regarding academy licensing, audits compliance and in-season reporting
- Ensure the Academy operates fully in line with the FAW Academy Licensed Framework and regulations
- Maintain accurate records, policies and reporting documentation required for FAW and club governance
- Manage FAW ASANA platform associated to the club and ensure successful audit completion annually in line with FAW licence criteria

Coaching, Education & Player Development

- Recruit, manage and deploy coaches across the academy, aligning coaches appropriately to age groups and development phases
- Lead on coach mentoring, development and education pathways
- Support the continuous professional development (CPD) of all academy staff
- Deliver coaching sessions where required, modelling best practice and club values
- Oversee player development processes, including individual development plans (IDPs), reviews and progression tracking

Recruitment & Networking

- Maintain strong and productive relationships within the academy and coaching network across Wales
- Support player identification and recruitment processes in line with FAW rules
- Represent Barry Town United AFC positively within the Welsh football community and wider football landscape





Key Responsibilities

Facilities, Partnership & Finance

- Manage academy facilities across all operational sites, maintaining strong working relationships
- Develop, manage and monitor the academy budget, ensuring financial responsibility and sustainability
- Support the development and management of partnerships connected to the academy programme

Safeguarding & Player Welfare

- Ensure club safeguarding policies and procedures are implemented and standards meet FAW statutory requirements
- Work closely with the Club Designated Safeguarding Officer (DSO), providing support, collaboration and accountability
- Promote a positive, safe, and inclusive environment for all players and staff and oversee player welfare, wellbeing, and pastoral support across the academy

Community & Education Engagement

- Lead the development of community outreach programmes across Barry and wider areas whilst strengthening the Club brand within schools and communities
- Support inclusive participation initiatives and positive social impact through football whilst aligning community activities with the Club's wider values and strategic objectives

Additional Responsibilities

- Contribute to the Club's long term strategy and player pathway planning and support transitions from academy to first team. Use data and performance monitoring to inform player development decisions
- Undertake any other reasonable duties aligned with the role





Person Specification

Essential:

- Proven Experience within an academy, youth, development or performance environment
- Strong understanding of the Welsh academy Football landscape
- Knowledge of FAW Academy Licensed Framework
- Ability to coach and develop players aligned to club and first-team values
- Strong leadership, communications and organisational skills
- Ability to manage multiple stakeholders and operate across multiple sites
- UEFA A Licence (or working towards completion by the start of the 2026/2027 season)

Desirable:

- Previous experience within a Welsh Academy setting
- Established network within Welsh football
- Experience managing budgets and operational planning
- Experience delivering school-based or community football programmes
- Safeguarding experiences within youth sport



How to Apply?

Please supply the following to Club Secretary Daley Chapman

- An up-to-date CV setting out your career history, with responsibilities and key achievements and proof of your UEFA A Licence (or working towards)
- A supporting statement outlining your suitability for the role and the value that your expertise will add to Barry Town United
- Two references names

Closing date will be Monday 19th January

Email Club Secretary on daley.chapman@barrytown.co.uk