



community
trust

Head of Community Programmes

INSPIRING HEALTHIER, MORE CONNECTED COMMUNITIES



VISION

To inspire healthier, more connected communities.



MISSION

To work with our stakeholders collaboratively to empower and bring together our communities, changing lives for the better through diverse initiatives.

Job Vacancy

Head of Community Programmes

Job Title: Head of Community Programmes

Location: Fleetwood Town Community Trust

Salary: Competitive, dependant on experiences plus substantial benefits package.

Contract: 37.5 hours per week, based at Fleetwood Town Community Trust's Poolfoot Farm delivery base.

Reports to: Deputy CEO

Our Mission: To improve lives through sport, physical activity, education, health and social inclusion, creating opportunities that inspire people and strengthen communities.

About Fleetwood Town Community Trust

Fleetwood Town Community Trust is the official charitable arm of Fleetwood Town Football Club, using the power of football, education and community activity to create positive opportunities for people across the local community.

We are seeking an enthusiastic, driven and highly motivated Recruitment Lead to take direct responsibility for the development and delivery of the Trust's recruitment and community engagement strategy, with a particular focus on supporting the continued growth of the Trust's education programmes.

The successful candidate will play a key role in increasing awareness of the Trust's education offer, developing new recruitment pathways and converting engagement opportunities into learner recruitment.

The Role

Fleetwood Town Community Trust is seeking an exceptional third-sector senior leader to become our Head of Community Programmes.

Reporting directly to the Deputy CEO, the successful candidate will provide strategic and operational leadership across the Trust's Community Engagement portfolio, ensuring that programmes are high quality, impactful, responsive to community need and delivered against agreed contractual and organisational KPIs.

The role will lead a diverse portfolio of community activity including youth mentoring, youth work, social inclusion, disability provision, alternative education, community education, heritage and wider community engagement.

We are looking for an experienced leader who understands the unique opportunities presented by working within a professional football club charity environment and who can translate the power and reach of Fleetwood Town Football Club into meaningful outcomes for local communities.

The successful candidate will bring a strong track record of programme development, partnership development, stakeholder relationship management, funding acquisition and high-quality service delivery.

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Key Responsibilities

Strategic & Operational Leadership

- Provide strategic and operational leadership across the Trust's Community Programmes portfolio.
- Lead, motivate and develop a high-performing team of community professionals.
- Ensure programmes are effectively planned, resourced, delivered and evaluated.
- Translate the Trust's strategic priorities into high-quality programmes that respond to identified community needs.
- Contribute to the wider leadership of the Trust and support the Deputy CEO in achieving organisational objectives.
- Identify opportunities to expand the Trust's community offer and develop new programmes, partnerships and income streams.
- Champion innovation and continuous improvement across all areas of programme delivery.

Key responsibilities

Programme Development & Delivery

- Lead the design, development and implementation of high-quality community programmes.
- Ensure programmes are evidence-led and informed by meaningful community consultation.
- Develop and implement comprehensive youth work curricula and structured programmes that support positive outcomes for young people.
- Oversee delivery across youth mentoring, youth work, social inclusion, disability, alternative education, community education, heritage and wider community programmes.
- Ensure provision is inclusive, accessible and responsive to the needs of Fleetwood and surrounding communities.
- Establish clear outcomes, outputs and performance measures for all programmes.
- Ensure programmes remain relevant, innovative and aligned with the needs of participants, communities, partners and funders.

Performance, Quality & Impact

- Take ownership of agreed departmental KPIs and contractual performance measures.
- Ensure the team consistently meets or exceeds programme targets and contractual requirements.
- Monitor programme performance and identify areas for improvement.
- Produce high-quality reports for senior leadership, trustees, funders and partners.
- Ensure accurate and timely collection of monitoring, evaluation and impact data.
- Use data, participant feedback and community intelligence to continuously improve programme quality.
- Ensure all programmes demonstrate clear social value and measurable community impact.

Key responsibilities

Partnership & Stakeholder Development

- Build and maintain strong relationships with key community, statutory, education, voluntary sector and corporate partners.
- Represent Fleetwood Town Community Trust professionally at partner meetings, conferences, events and community activities.
- Develop trusted relationships with schools, local authorities, funders, community organisations, football stakeholders and other strategic partners.
- Identify opportunities for collaborative programme development and partnership funding.
- Act as a senior ambassador for the Trust and promote its work, values and impact across the community.
- Ensure community voices are embedded within programme development and decision-making.

Funding & Programme Development

- Work closely with the Deputy CEO and senior leadership team to identify and secure new funding opportunities.
- Support the development of high-quality funding applications, tenders and partnership proposals.
- Develop programmes that are attractive to statutory commissioners, trusts and foundations, corporate partners and other funders.
- Identify opportunities to diversify programme income and support sustainable growth.
- Develop compelling evidence of need, outcomes and impact to support funding applications and renewal opportunities.

Key responsibilities

Team Leadership & Development

- Lead, manage and develop a multidisciplinary community programmes team
- Create a culture of high performance, accountability, collaboration and continuous improvement.
- Provide effective supervision, support and professional development to team members.
- Set clear expectations and ensure staff understand their individual and collective responsibilities.
- Identify training and development needs and support staff to achieve their professional potential.
- Promote a strong culture of safeguarding, inclusion, professionalism and participant-centred practice.

Community Consultation

- Lead meaningful consultation with young people, families, residents and community stakeholders.
- Ensure programme development is informed by local intelligence and lived experience.
- Establish mechanisms for participants and communities to influence the Trust's provision.
- Use consultation findings to identify gaps in provision and develop new opportunities.

Safeguarding & Compliance

- Ensure all programmes operate within the Trust's safeguarding policies and procedures.
- Maintain high professional standards across all community provision.
- Ensure relevant statutory, contractual, funder and organisational requirements are met.
- Promote equality, diversity and inclusion throughout programme design and delivery.
- Ensure appropriate risk management processes are embedded within programme activity.

Person Specification

Essential Qualifications & Experience

The successful candidate will have:

- Significant senior leadership experience within the third sector, charity or community sector.
- Direct experience of leadership within a professional football club charity, community trust or similar organisation.
- A strong track record of developing and implementing high-quality community programmes.
- Significant experience of leading youth work and/or youth development programmes.
- Demonstrable experience of developing and implementing full youth work curriculums.
- Experience of leading and managing teams.
- Proven experience of managing programme KPIs and contractual performance.
- Experience of developing and maintaining strategic stakeholder relationships.
- Demonstrable experience of successful partnership development.
- Experience of identifying and securing external funding.
- Strong report-writing and communication skills.
- Experience of undertaking community consultation and using findings to shape provision.
- Experience of representing an organisation professionally at external meetings and events.

Person Specification

Desirable Experience

- A recognised Youth Work qualification or significant equivalent professional experience.
- Experience of working within a professional football environment.
- Experience of alternative education provision.
- Experience of disability and inclusive community provision.
- Experience of social inclusion programmes.
- Experience of heritage or cultural programmes.
- Experience of working with local authorities, education providers, statutory agencies and funders.
- Experience of commissioning and/or managing externally funded programmes.

Skills & Competencies

The successful candidate will demonstrate:

- Exceptional leadership and people management skills.
- Excellent programme and project management capability.
- Strong strategic thinking combined with the ability to deliver operationally.
- Outstanding communication and presentation skills.
- Excellent written communication and report-writing ability.
- Strong relationship-building and stakeholder management skills.
- Ability to develop compelling programmes and funding propositions.
- Strong understanding of youth work principles and practice.
- Ability to analyse performance data and translate insight into action.
- Strong organisational and prioritisation skills.
- Ability to work confidently with senior stakeholders, partners, funders and community representatives.
- A proactive, solutions-focused approach.
- High levels of integrity, professionalism and accountability.

Personal Qualities

We are looking for an individual who is:

- Passionate about improving outcomes for local communities.
- Inspirational in their leadership of people and programmes.
- Ambitious for the Trust and the communities it serves.
- Highly credible with partners, funders and external stakeholders.
- Community-focused and committed to listening to local people.
- Commercially aware and able to identify opportunities for sustainable growth.
- Accountable for delivering high-quality outcomes and meeting agreed targets.
- Collaborative and able to work effectively across a football club environment.
- Resilient, organised and proactive in a demanding senior leadership role.

Our Ideal Candidate

This role will suit an experienced third-sector leader who can combine strategic leadership with hands-on programme expertise.

You will understand what excellent community provision looks like, have the credibility to lead an experienced team, and possess the ambition and creativity to develop Fleetwood Town Community Trust's Community Engagement offer.

Most importantly, you will understand the power of football as a vehicle for social change and be able to turn that reach into high-quality, measurable and sustainable community impact.

What We Offer

- The opportunity to work within Fleetwood Town Community Trust and the wider Fleetwood Town Football Club environment.
- A role with significant responsibility for the growth and development of the Trust's education recruitment pipeline.
- The opportunity to build strong relationships across the local education, football and community sectors.
- A dynamic working environment based at the Trust's Poolfoot Farm Training Complex.
- Opportunities for professional development and progression.
- A flexible working environment that reflects the varied requirements of the role.
- The opportunity to play a key role in increasing access to education opportunities for young people across the local community.

Equality, Diversity and Inclusion

- Fleetwood Town Community Trust is committed to creating an inclusive environment where everyone has the opportunity to participate, develop and succeed.
- We welcome applications from candidates from all backgrounds and are committed to ensuring that our recruitment and employment practices are fair, inclusive and free from discrimination.

Safeguarding

- Fleetwood Town Community Trust is committed to safeguarding and promoting the welfare of children, young people and vulnerable adults.
- The successful candidate will be required to undertake appropriate safeguarding checks, including an enhanced DBS check, and comply with all Trust safeguarding policies and procedures.



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