

Exceptional | Edge | Energising

At Lincoln City Football Club, we believe that people make the difference and accordingly, we don't just look for the usual job requirements. As well as being experts in their technical areas, all of our team members demonstrate and work towards a clear set of traits which differentiate us from the norm.

As a First Team Head of Performance Analysis you will be required to demonstrate behaviours reflecting the following traits, which we have termed the 3Es: Exceptional, Edge and Energising.

Exceptional

- **Capacity and resilience**
 - You will undertake multiple tasks and responsibilities to a high standard;
 - You will overcome setbacks and disappointment, remaining positive in the face of adversity.
- **Forward thinking**
 - You will think ahead and prepare for future tasks and opportunities;
 - You will seek and provide new ideas and solutions to overcome challenges.

Edge

- **Problem solving**
 - You will demonstrate the ability to quickly absorb large quantities of information;
 - You will resolve problems with practical solutions, being innovative when required.
- **Streetwise**
 - You will work smart and demonstrates the know-how to win;
 - You will develop key relationships and networks effectively.

Energising

- **Motivates others**
 - People are compelled to work with you;
 - You use a range of influencing styles to enthuse others.
- **Finds a way**
 - You deliver results, within a team;
 - You develop and implement strategies to achieve positive outcomes.

JOB TITLE:	Head of Performance Analysis
DIRECTORATE:	Football
REPORTS TO:	Director of Football / Head Coach
RESPONSIBLE FOR:	Assistant Performance Analyst and Performance Analyst Interns
LOCATION:	Elite Performance Centre/LNER Stadium
HOURS:	40 hours per week. However, you will be expected to work such additional hours as is deemed necessary to fulfil the requirements of the role. In particular, flexibility will be required to meet the operational needs of the Company which includes working on match days, bank holidays, evenings or weekends as required.
MATCHDAY WORKING:	HOME <input type="checkbox"/> AWAY <input type="checkbox"/> BOTH <input checked="" type="checkbox"/>
DATE:	25/04/2024
DBS Check	Enhanced <input type="checkbox"/> Standard <input checked="" type="checkbox"/> None <input type="checkbox"/>

Job Purpose

To lead the club's performance analysis department reporting to the Head Coach and Director of Football. The Head of Performance Analysis will lead in all performance analysis needs whilst supervising other performance analysis members of staff. The purpose of the Head of Performance Analysis is to lead a process to provide information that can influence the coaching and performance process at Lincoln City, and ultimately lead to competitive short-term and long-term games. Positive interpersonal skills along with a sound understanding of football and recruitment are paramount for this role.

Key Responsibilities

- Work in the same direction of the coaching staff to carry out technical and tactical opposition analysis, filming, coding and video editing to provide relevant insights
- Create detailed reports, both video and data driven, using telestration tools to facilitate game plan/model creation.
- Manage the performance analysis department efficiently and effectively
- To set and maintain high standards within the working environment
- Ensure regular and effective communications for information sharing are had within the department
- To collaborate in a positive, enthusiastic and helpful demeanour at all times

General responsibilities

- Carry out duties in accordance with all relevant company policies, including, but not limited to, the Health and Safety Policy, Code of Conduct Policy, Safeguarding Policy, Equality and Diversity Policy, Financial Regulation Policy and Social Media Policy;
- To safeguard and promote the welfare of all children, young people and adults at risk;
- To be vigilant and support all safety and security operations;
- Act always with utmost good faith to the Club, Foundation and the Company;
- Devote full attention and ability to fulfilment of the duties required by the role;
- Other duties as reasonably requested by a member of the senior management staff;
- To work closely with partnership organisations, to maintain good relationships and collaborative working practices;
- To work with colleagues throughout Lincoln City Football Club & Foundation to extend knowledge and skills in order to identify and develop best practice;

- Carry out general office duties including data recording, filing, photocopying, sending and receiving emails;
- Active participation on continuing professional development and the appraisal process;
- To undertake such other duties, training and/or hours of work as may be reasonably required and which are consistent with the general level of responsibility of this job;
- To maintain the quality of service provision, regularly evaluating work and seeking to make improvements;
- Present a professional image when dealing with both internal and external contacts and partners, acting in a professional manner always;
- To cover as and when required at other departments within Lincoln City Football Club & Foundation;
- Promote the brand identity and increase Lincoln City fanbase throughout;
- To support the Lincoln City Football Club green energy saving strategy and meet all requirements including but not exclusive to recycling, waste reduction, energy efficiency; and
- Any other duties commensurate with the grade and falling within the scope of the post, as requested by the Chief Executive.

The above-mentioned duties and responsibilities should be regarded as neither exclusive nor exhaustive as the post holder may be required to undertake other reasonably determined duties and responsibilities, commensurate with the grading of the post, without changing the general character of the post.

Lincoln City Football Club & Foundation is committed to safeguarding and promoting the welfare of children and young people and expects all staff and employees to share this commitment.

Safeguarding

This role involves working with children and/or adults at risk in Regulated Activity (or in close proximity to children and/or adults at risk). This means that the post-holder is required to apply all relevant policies and uphold the Club's commitment to safeguarding vulnerable people.

Key relationships

- Director of Football
- Head Coach
- Coaching Staff
- Assistant Performance Analyst
- Performance Analyst interns

Scope of job

- To lead on the service and delivery of all performance analysis matters
- To lead with opposition analysis and pre-match analysis
- To supervise filming, live coding, and storage of training sessions, including best practice catalogues.
- To manage performance analysis staff and interns
- To maintain a relationship with the University of Lincoln and other notable educational institutions to maintain a rolling programme to attract interns to Lincoln City.
- To complete post-match reviews alongside the game model to better performance
- Live filming and coding of first team matches

- To ensure a relentless enthusiasm to dive into the investigation of data that can generate innovative, creative and lateral thinking.
- Support other performance analysts where required, including recruitment and academy.
- To create successful and professional relationships with staff whilst maintaining professional distance from playing staff at all times.
- To maintain player information confidentiality within the scope of practice at all times.
- To act, at all times, in a manner appropriate to a representative of Lincoln City Football Club.

Person specification

Job Title: Head of Performance Analysis

PERSONAL SKILLS / QUALITIES
<p>Essential</p> <ul style="list-style-type: none">• Excellent problem solving and decision-making skills• Set and maintain high standards of work performance and deliver quality consistently and effectively• Establish and maintain relationships with external institutions• Exceptional organisational skills with the ability to manage competing demands and deadlines whilst functioning in a fast-moving environment• Hold a full current and clean up to date driving licence• Proactive and engaging style with a winning attitude and can-do approach• Flexible approach and attitude to working hours• Good listener• Have an altruistic demeanour cognisant of others' emotions
TECHNICAL/WORK-BASED SKILLS <i>Skills specific to the job, eg. computer competency, typing skills, coaching skills etc</i>
<p>Essential</p> <ul style="list-style-type: none">• Excellent understanding of football tactics
GENERAL SKILLS AND ATTRIBUTES <i>More general characteristics, eg. flexibility, communication skills, team working etc</i>
<p>Essential</p> <ul style="list-style-type: none">• Excellent writing and verbal communication skills that are clear, engaging and responsive to convey complex information to individuals• Excellent computer skills with competency in Mac, Windows and Cloud data management• Excellent knowledge and understanding of football• Excellent understanding in operating other various specific (and non-specific) computer software programs such as HUDL Sportscodex, HUDL studio and WYScout• Experience working with big data <p>Desirable</p> <ul style="list-style-type: none">• Python3 or other coding experience
EXPERIENCE <i>Proven record of experience in a particular field, profession or specialism</i>
<p>Essential</p> <ul style="list-style-type: none">• Experience of working in a professional football environment• Experience of working as a performance analysis in a first team environment <p>Desirable</p> <ul style="list-style-type: none">• Experience of leading a department
QUALIFICATIONS <i>The level of educational, professional and/or occupational training required</i>
<p>Essential</p> <ul style="list-style-type: none">• Undergraduate Degree in Sports Studies or related subject• MSc in Sports Performance Analysis or related subject

Desirable

- FA Coaching Badges (Level 1, Level 2, UEFA B)

This document is a guide only and should not be regarded as exclusive or exhaustive. It is intended as an outline indication of the areas of activity and will be amended in the light of changing needs of the organisation. All employees may be required to undertake any other duties as may be reasonably required. Lincoln City Football Club & Foundation is an equal opportunities employer.