



JOB DESCRIPTION

General Secretary

April 2025

INTRODUCTION

Thank you for your interest in joining the team at the Northern Amateur Football League.

The Northern Amateur Football League was established in 1923 and has grown to be the largest league operator of adult men's football in Northern Ireland, currently providing competitive league football, across Intermediate and Junior sections, for 94 member clubs, incorporating thirteen divisions and 177 teams.

We pride ourselves in the platform we have provided to many member clubs who have progressed through the footballing pyramid in Northern Ireland, and the continual innovation we have provided to league football in our country over a long and proud history; however, we are not just embracing the past, we are continuing to look forward. The Northern Amateur Football League continues to build a strong identity for our leagues, and creating a better experience for our fans, stakeholders, and the communities we serve.

It is a hugely exciting time to be joining the Northern Amateur Football League as we embark on the creation, implementation and operation of the 'Conference Divisions', a newly created 3rd, 4th and 5th tier of league structure in Northern Irish club football within the men's performance game.

The successful candidate will play a key and pivotal role in establishment and operation of the Conference Divisions, in addition to overseeing and enhancing the existing Northern Amateur Football League structures of Intermediate and Junior men's football in the everyday game.

WORKING AT THE NORTHERN AMATEUR FOOTBALL LEAGUE

Working within the Northern Amateur Football League is a unique experience. The nature of football and sport means that we operate at a fast-paced and constantly changing environment, centred around the match experience of our member clubs.

Operating from the National Football Stadium at Windsor Park in Belfast, our office provides one of the optimum workplace settings within all of Northern Ireland with a stunning panoramic view of the famous pitch which has been graced by countless world class players from across Europe. The position also holds an element of hybrid working flexibility.

The Northern Amateur Football League, as a Company, holds Limited status, and is governed by a Board of Directors, the majority of whom are appointed from within our club membership, and work closely with Northern Amateur Football League staff to oversee and manage the long-term strategies of the business.

If you love football and share our passion for Northern Irish league football to realise its ambitions, we would love to hear from you!

We wish you every success with your application.

JOB DESCRIPTION

The General Secretary position will play a key role in the Northern Amateur Football League (“NAFL”) as we look to continue our strong growth in men’s football in Northern Ireland. This role will hold the strategic and operational responsibility for all functions of the NAFL. Additionally, the General Secretary will provide leadership to the wider NAFL team, and accountability to the Board.

KEY RESPONSIBILITIES

- Strategic Leadership
 - Ultimate responsibility and accountability for the implementation and execution of the NAFL’s Business Strategy and Operations Plan.
 - Develop and implement strategies that continue to raise the image, profile and reputation of the NAFL.
- Business Delivery
 - Maintain an oversight on all Company policies and procedures.
- Board Contact
 - Be accountable to the Board on matters relating to finance, corporate governance, league development, marketing and communication, and risk management.
- Financial Management
 - Be responsible for the day-to-day financials management of the NAFL.
 - Manage budgets through appropriate systems and processes and allocate resources to ensure that the NAFL operates within sound financial principles.
- People Management
 - Provide Line Manager support to all staff within the NAFL, supporting, mentoring and appraising those personnel, in addition to recruiting all staff within the NAFL.
- Marketing & Promotion
 - Develop and drive a commercial marketing plan and oversee all aspects of commercial activity.
 - Implement and deliver on a wide communication strategy to maximise interactions within the media, social media and all available platforms.
- Safeguarding
 - Act as the senior safeguarding manager for the NAFL, ensuring that safeguarding principles and good practices are widely understood and shared across the NAFL.

PERSONAL SPECIFICATION

Essential qualifications

- A third level qualification in business management (or similar) is essential or as an alternative three-years relevant experience will be accepted.

Essential experience

- A minimum of three-years recent experience in a similar role.

Essential skills, knowledge and abilities

- Ability to lead a team with excellent communication, people management skills, and self-motivation, with sound IT skills including the use of Microsoft Office applications.
- Strategic level decision-making skills in a fast paced and stakeholder-intensive environment, including planning, organisational, financial and prioritisation skills.

- Interest and passion for football and sport, with a clear understanding of the landscape of football in Northern Ireland.

Desirable Skills / Knowledge

- Knowledge or Experience of NAFL and football league structures in Northern Ireland and/or experience in the wider Sports Industry.

The Northern Ireland Amateur League promotes inclusion and diversity and welcomes applications from everyone.

This is a hugely exciting opportunity for an experienced professional in a changing, dynamic and renowned sports organisation. Applicants must have a flexible approach to work and be able to work evenings, weekends and match days as required.

TERMS AND CONDITIONS

The role offers a competitive salary on a permanent contract, which will be negotiable dependent on relevant experience.

This role is required 37.5 hours per week, which will include some weekend and evening work, primarily on Saturdays.

Primary Location: National Football Stadium at Windsor Park, Belfast.

Applicant must also have access to their own transport.

Northern Amateur Football League Limited are an Equal Opportunities Employer.

DISCLOSURES

The Northern Amateur Football League will seek confirmation that the successful applicant has the right to work in the UK. Any offer of employment will be made subject to verification of the right to work in the UK, receipt of satisfactory references and a satisfactory Access NI Disclosure.

Having a criminal record will not necessarily debar you from working for the Northern Amateur Football League. This will depend on the nature of the position, together with the circumstances and background to your offences or other information contained on a disclosure certificate provided directly to us by the Police Service of Northern Ireland.

APPLICATIONS

All applicants should submit a cover letter and curriculum vitae (CV) to hr@thenafl.co.uk by **5.00pm on Friday 25th April 2025**.



NORTHERN AMATEUR FOOTBALL LEAGUE

JOB DESCRIPTION

Job Title	General Secretary
Principal Location	National Football Stadium at Windsor Park, Donegall Avenue, Belfast, N.I.
Type of Position	Permanent position. 37.5 hours per week, which includes weekends and evenings.
Employer	The Northern Amateur Football League Limited (“the Company”)
Reports to	Board of The Northern Amateur Football League Limited
Role Summary	<p>To be responsible and accountable for the day-to-day running of the Company provide leadership and high standards that will deliver the various Company strategies.</p> <p>To spearhead the strategic direction of the Company, and act as an ambassador for the Company with partners, key stakeholders and wider Northern Irish football.</p> <p>To be accountable to, and work with, the Board of Directors on matters relating to the Business Strategy, including staff, legal and financial matters, marketing and communications, governance and risk management.</p> <p>To support the adoption of all technological systems across the performance and everyday game in Northern Ireland, and comply with the Irish FA rule, regulations, policies, procedures and guidance that are in place.</p>
Key Duties	<p><u>Strategic Leadership</u></p> <ul style="list-style-type: none"> • Lead the Company and support all staff in the delivery of the Company Strategic Objectives. • Take ultimate responsibility and accountability for the implementation and execution of the Company’s Business Strategy and Operations Plan, covering all areas of the Company. • Develop and implement strategies that continue to raise the image, profile and reputation of the Company. • Proactively engage with all members of the Company to ensure a positive experience, and drive and support growth of those members. <p><u>Business Delivery</u></p> <ul style="list-style-type: none"> • Assist the Company Secretary and ensure that the Company complies with the requirements of the Companies Act 2006. • Maintain an oversight on all Company policies and procedures, ensuring that they are reviewed annually and updated where necessary. <p><u>Board Contact</u></p> <ul style="list-style-type: none"> • Be accountable to the Board on matters relating to finance, corporate governance, league development, marketing and communication, and risk management.

<p>Key Duties (continued)</p>	<ul style="list-style-type: none"> • Establish and maintain a close relationship with the Chair of the Board and Directors, reporting key developments in a timely manner and seeking advice and support as appropriate. <p><u>Financial Management</u></p> <ul style="list-style-type: none"> • Be responsible for the day-to-day financial management of the Company and work closely with the Company Accountants to ensure full clarity and awareness, including timely reporting of all statutory requirements. • Ensure that all sections of the Company are performing to the expected financial targets and budgets. • Manage budgets through appropriate systems and processes and allocate resources to ensure that the Company operates within sound financial principals. <p><u>People Management</u></p> <ul style="list-style-type: none"> • Provide Line Manager support to all staff within the Company, supporting, mentoring and appraising those personnel, in addition to recruiting all staff within the Company. • Provide a link between the Board of Directors and the staffing team, reporting to the Board and staff on all aspects of the Company’s operations. • Be visible and approachable to all staff, volunteers, supporters and contractors. <p><u>Marketing & Promotion</u></p> <ul style="list-style-type: none"> • Develop and drive a commercial marketing plan and oversee all aspects of commercial activity. • Manage, in conjunction with other staff members, relations with current partners and establish new relationships. • Implement and deliver on a wide communication strategy to maximise interactions within the media, social media and all available platforms. <p><u>Safeguarding</u></p> <ul style="list-style-type: none"> • Act as the senior safeguarding manager for the Company, ensuring that safeguarding principles and good practices are widely understood and shared across the Company. • To be the main point of contact with relevant regulatory bodies and hold active engagement on all league disciplinary matters. <p>To perform any other duties as may reasonably be required.</p>
<p>Qualifications & Experience</p>	<p>A third level qualification in business management (or similar) is essential or as an alternative three-years relevant experience.</p> <p>Three-years demonstrable managerial experience gained within the last five years.</p> <p>Fundamental understanding of running a business, including finance and human resources experience. Experience in delivery of strategic objectives.</p> <p>Knowledge of relevant company legislation, and an understanding of football governance and development.</p>

<p>Key Behaviours & Skills</p>	<p>Ability to lead a team with excellent communication, people management skills, and self-motivation, with sound IT skills including the use of Microsoft Office applications.</p> <p>Strategic level decision-making skills in a fast paced and stakeholder-intensive environment, including planning, organisational, financial and prioritisation skills.</p> <p>Business planning, objective setting and managing the individual performance of a team.</p> <p>Financial acumen and the proven ability to establish and monitor financial control systems, produce and analyse financial management information, and manage risk.</p> <p>Interest and passion for football and sport, with a clear understanding of the landscape of football in Northern Ireland.</p>
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