

# RECRUITMENT PACK



## Job Description

<b>Job Title</b>	Cambridge United Women General Manager
<b>Department</b>	Women's Team
<b>Reports to</b>	CEO / CUWFC Board
<b>Location</b>	The Cledara Abbey Stadium
<b>Salary</b>	£28,000-£32,000 subject to skills and experience, pro-rata depending on hours
<b>Hours</b>	32-40 hours per week (flexible, subject to agreement and pro-rata), to include evening and weekend work and attendance at all CUWFC First Team matches
<b>Role Summary</b>	<p>The postholder will oversee all aspects of Cambridge United Women's Football Club's day-to-day operations. The General Manager will lead the next phase of development and professionalisation, strengthening the infrastructure that supports the Women's First Team, while growing the fan base, creating an exceptional matchday experience, and driving commercial revenue. This follows the Club's recent move of the team to the University of Cambridge's Grange Road Stadium, in the heart of the city.</p> <p>Key responsibilities include overseeing all operational, administrative, and strategic aspects of the women's team. This includes leading football operations, managing budgets, ensuring compliance with FA and League regulations, supporting player and staff recruitment, driving marketing and engagement activity to grow the fan base, and developing and managing key civic and commercial partnerships, working closely with the CUWFC Board, staff and volunteers.</p>
<b>Key Job Outcomes</b>	<p><b>Regulatory</b></p> <ul style="list-style-type: none"> <li>• To be the FA's primary contact for all league matters and to attend all relevant FAWNL meetings.</li> <li>• Ensure compliance with all licensing requirements and any external audits.</li> <li>• Ensure that CUWFC operates with best practice in safeguarding, including to standards set by the Football Association and other regulators, acting as the Designated Safeguarding Officer.</li> <li>• Carry out the role of CUWFC Club Secretary, ensuring all matters relating to player administration and fixture organisations are delivered in line with league rules and deadlines.</li> <li>• Provide monthly updates to the CUWFC Board, attending Board Meetings and CUFC Board Meetings where required.</li> </ul>

- Work in collaboration with the CUWFC Board and other relevant staff and stakeholders to develop and deliver a strategy and vision for women's football across the football club.

### **Engagement**

- Strategically build the supporter base through a variety of engagement activities on both matchday and non-matchdays, in turn developing the brand of CUWFC within the local Cambridge community, including but not limited to schools, grassroots football clubs, colleges and Universities.
- Develop an exceptional matchday experience for new and existing supporters which fosters community, loyalty and enjoyment.
- Represent CUWFC in a positive manner, acting as a spokesperson in the media when required in line with the Club's communications policy.
- Develop and oversee a media and communications strategy to provide engaging content across a variety of relevant channels.

### **Operations**

- Oversee the planning and delivery of all match day administration, communications, and operations for the First Team for both home and away matches.
- Oversee the day-to-day operational matters of CUWFC including but not limited to facility bookings, kit & equipment and matchday planning.
- Attend all matches acting as the primary contact for the team and managing all relevant matters which may arise.
- Line management of all CUWFC staff and volunteers, providing support with recruitment where required.
- In conjunction with the CUWFC Board create a professional environment for players, helping to develop the offering and experience on an ongoing basis.
- Lead the production, implementation and monitoring of the Club's Female Football Development Plan in conjunction with the Head of Youth Development & Female Football.
- Arrange relevant training and CPD events for staff, volunteers and players.

### **Commercial**

- Working in partnership with the Club's Commercial Department identify and develop commercial partners to increase revenue and build professional partnerships that enhance the brand of CUWFC.
- Develop relationships with key funding partners and stakeholders to ensure long term sustainability.

### **Finance**

- Oversee the production of annual club budgets ensuring income targets are achieved and expenditure budgets are managed to agreed levels.
- Day to day management of financial activities relating to CUWFC including but not limited to payroll, gate returns, expenses, facility bookings, match officials, kit and equipment purchases.

This job description sets out the key outcomes required. It does not specify in detail the activities required to achieve these outcomes. As a term of your employment, you may reasonably be expected to perform duties of a similar or related nature to those outlined in the job description.

## Person Specification

Skills, Knowledge, Qualifications & Experience	Required	Desirable
Demonstrated management experience, preferably in a sporting context	✓	
Good written communication skills, with the ability to draft professional emails and documents	✓	
Strong attention to detail, ensuring accuracy in data entry, document management and record-keeping	✓	
IT Skills, including Outlook, Word and PowerPoint	✓	
Proven business development and/or sport development experience	✓	
Open to travel and working evenings and weekends	✓	
Capable of working effectively within a fast-paced environment and meeting strict deadlines	✓	
Experience budget holder with the ability to develop and monitor budgets	✓	
Experience of writing and delivering business plans and reports to the Club's board	✓	
Experience of writing and obtaining successful funding bids and managing funding income to ensure maximum return	✓	
Strong stakeholder management skills across football, community, and commercial partners		
An interest in Women's football and enthusiastic about developing women's football	✓	
<b>Personal Qualities/Attributes</b>		
Hardworking and enthusiastic	✓	
Excellent organisational skills and attention to detail	✓	
Reliable and committed	✓	
Ability to work independently and as part of a team	✓	
Strong interpersonal skills, with the ability to prioritise tasks, meet deadlines and manage a varied workload	✓	
Excellent team player and motivator	✓	
Discreet and tactful when dealing with personal and confidential information	✓	
Attention to detail and compliance with policies and procedures	✓	

## Application Process

<b>Application Instructions</b>	Interested applicants should apply by submitting their application form, CV and Cover Letter, applications which do not include all documents will not be reviewed.
<b>Application Closing Date</b>	11 <sup>th</sup> March 2026
<b>Interview Date(s)</b>	17 <sup>th</sup> March 2026
<b>Start Date</b>	To be discussed at interview
<b>Mission, Vision &amp; Values</b>	<p><b>Mission</b></p> <p>Cambridge United aspires to compete at the highest level of the English football, whilst operating a financially sustainable football club embedded within the heart of its community.</p> <p>We are custodians with a collective responsibility to protect and enhance the Club for future generations.</p> <p><b>Vision</b></p> <p><i><b>Creating Memories</b></i></p> <p>We engage current and future generations of supporters by creating memorable moments.</p> <p><i><b>Driving Standards &amp; Performance</b></i></p> <p>We will evolve by driving standards and performance through self-reflection and education.</p> <p><i><b>Enhancing Lives</b></i></p> <p>We are an inclusive Club that is United in Endeavour to enhance lives through the power of sport.</p> <p><b>Values</b></p> <p>We engage positive and inspiring characters who are committed to serving and strengthening our community, by adopting our 3 keys values.</p> <p><i><b>Teamwork</b></i> We achieve more through working together than alone and are United in Endeavour.</p> <p><i><b>Hard Work</b></i> We are committed to learning and working towards our pursuit of excellence in everything we do.</p> <p><i><b>Humility</b></i> We will celebrate each other's successes and recognise that no individual is greater than the collective.</p>
<b>Employability Statement</b>	Cambridge United FC is committed to promoting equality of opportunity for all staff. We aim to create a supportive and inclusive working environment in which all

	<p>individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit.</p>
<p><b>Safeguarding Statement</b></p>	<p>Cambridge United FC is committed to safeguarding and promoting the welfare of children and young people and expects all staff to share this commitment.</p> <p>For those positions where a criminal record check (DBS) is identified as necessary, this will be carried out in line with other safer recruitment checks.</p> <p>The post holder will be required to undergo Safeguarding training periodically.</p>
<p><b>Equality, Diversity &amp; Inclusion</b></p>	<p>Cambridge United FC is committed to promoting equality of opportunity for all staff and job applicants. We are committed to creating an inclusive workplace and welcome applications from disabled candidates. If you require any adjustments during the recruitment process, please let us know.</p> <p>We aim to create a supportive and inclusive working environment in which all individuals can make best use of their skills, free from discrimination or harassment, and in which all decisions are based on merit. We do not discriminate based on age, race, nationality, ethnic origin, religious or political belief or affiliation, trade union membership, gender, gender reassignment, gender identity, marriage and civil partnership status, pregnancy and maternity, sexual orientation, disability, socio-economic background or any other inappropriate distinction or characteristic covered by the Equality Act 2010.</p> <p><a href="https://forms.office.com/e/WkrhMHMzzL">https://forms.office.com/e/WkrhMHMzzL</a></p>