



Shrewsbury Town Women FC

First Team Head Coach (Women's)

This is currently a voluntary role with travel expenses

Role Purpose

Head Coach of the Shrewsbury Town Women's First Team. Reporting into the Director of Football, you will be responsible for building a winning Shrewsbury Town Women's team that challenges for the league title in your first season and gains promotion into the FA WNL (tier 3) within three seasons.

Key Accountabilities

- Lead the Women's First team coaching staff, and players
- Work in collaboration with the Director of Football, First Team coaches, and the wider staff team
- Coach the Shrewsbury Town Women's team and ensure outstanding performance in order to deliver a successful, winning team
- Lead the development of the team identity where every player knows what is expected of them, maximising the opportunities on and off the field to build confidence, cohesion and positive spirit and energy
- Work closely with the Director of Football when recruiting players and selecting squads.
- Build close working relationships with Shrewsbury Town Women staff and key personnel within the club, ensuring excellent communication at all times
- Lead the planning for training weeks and match days
- Communicate with the coaching team and players regarding selection and non-selection.
- Lead the Women's team and players, operating to best practise principles to ensure successful campaigns, along with close collaboration with the youth and feeder teams
- Contribute to the strategic direction of the club, as agreed with the Director of Football, supporting the delivery of strategic milestones and goals
- Attend media briefings and manage the media within the boundaries of agreed messages and in a style that enhances the reputation of the club
- Execute additional tasks as required by the Directors in order to meet Shrewsbury Town Women's priorities

Essential Skills

- Holds a UEFA C Licence (willing to undertake a UEFA B Licence within two years of undertaking the role)
- Experience of working with senior players and coaches, with a track record of high performance
- Strong understanding of the Women's football pathway and leagues
- The ability to develop and maintain positive and professional relationships
- Inspirational coaching attributes
- Knowledge of talent identification
- Strong leadership skills
- Excellent planning skills
- Strong understanding of safeguarding within a football environment



Desirable Skills

- Holds a UEFA B Licence or working towards
- Playing and / or coaching experience at the highest level
- Experience of working in a leading club in a management or head coach capacity