



**EMERGING
CLUB
LEADERS**



BUCS
British Universities
and Colleges Sport

BUCS EMERGING CLUB LEADERS

2025/26 Student Guide

Emerging Clubs Leaders exists to make volunteering in football a viable pathway for young people at university in off-pitch roles to drive the growth of community clubs

Volunteer in Football

No matter what your degree or experience is, there will be an opportunity for you to volunteer in the game

6 roles within clubs

Placements in fields such as Media, Finance and Facilities so students can apply their degree knowledge in their club environment

Learning & Development

Opportunity to attend up to 15+ CPD per season delivered by industry experts to develop the students in their roles and to expand their network

Maintain consistent standards

Student travel expenses covered to placements and vetting process for clubs and students to provide consistent level of placement nationally



Cohort 1 at the ECL Development Day

Approx 5 hours per week to allow students time to balance work and studies

Graduation event at Wembley

In-person development days to kickstart the placements



Media Officer on placement at Ashton United FC

The programme is ideal for students who have a passion for football but have knowledge and experience from their degree in other fields.

We have created this programme to combine the two, so students can gain industry experience in the beautiful game at local clubs who benefit most from volunteer support.



Volunteer Officer photography at Trafford FC

Online mentoring supported by industry experts related to the role you are completing

Development days to be hosted at Wembley Stadium and Old Trafford Cricket Ground

Careers day in Manchester for students graduating the programme or looking for a placement

PROGRAMME OVERVIEW

To make volunteering in Football a viable pathway for development for young people at university in off-pitch roles to drive the growth of community clubs

This programme has 2 core elements:

- Placement at National League System (Step 2-6) or Women's National League (Tier 3-4) club in 1 of 6 roles
- Learning & Development Programme delivered by industry experts with both online and in-person CPD to support student's personal development

This programme is needed to provide a high standard of placement experience for students, universities and clubs. A key aspect of the programme is providing a **consistent experience for all**, no matter what club or part of the country the placement is taking place in. Delivery from trusted partners in The FA and BUCS plus the support, monitoring and evaluation ensure that all parties benefit from the programme.

Research into the areas clubs would benefit from support (FA Club Programme), motivations and barriers for young people to volunteer (FA Volunteering) and an understanding of the Higher Education Landscape (BUCS) have shaped the design of this programme and will support its continued evolution.

LOGISTICS

Emerging Club Leaders has been designed to overcome barriers that prevent young people from volunteering. This separates the programme from traditional voluntary placements that students can find themselves.

Number of hours

- We recommend students complete approximately **5 hours per week** at their club, focussed on club matchdays
- **WHY?** To allow students to balance studying, their placement and paid work which many require now to live in their university town or city

Travel expenses

- BUCS will provide a grant per student to **cover travel expenses** to get to and from their placement, and to the development days
- **WHY?** With travel costs rising (both public transport and fuel), this is an expense students would have to spend a lot on for a voluntary role otherwise

Role clarity

- Each student will be in a **clearly defined role** and their club specific priorities and projects will be discussed at induction
- **WHY?** Provide club and student with clear expectations of what will be achieved, maximising the degree specific knowledge students will have

STUDENT ELIGIBILITY

- All students must be in full-time higher education to be eligible
- Students can be studying any degree, studying sport or having experience in sport is not essential
- As we grow the programme, we are expanding the number of institutions involved each year. For 2025-26, students from the following institutions are eligible for the programme.

Leeds Beckett University
Liverpool John Moores University
Loughborough University
Manchester Metropolitan University
Nottingham Trent University
Northumbria University
Queen Mary University of London
Royal Holloway University of London

Sheffield Hallam University
University Academy 92
University Campus Football Business – Manchester
University Campus Football Business – Wembley
University of Warwick
University of Wolverhampton

If you are a student at a different institution who is interested in the programme, please complete the **following form** to register interest. This will help us gauge which universities and regions to target in future seasons of the programme

WHY SHOULD YOU BECOME AN EMERGING CLUB LEADER?

Are you a student with a passion for football, but unsure how you can use your skillset from your degree to work in a football club?

This programme is ideal for current university students looking to apply their degree knowledge to a football environment. There are 6 roles available, linked to relevant degree programmes.

Additional benefits include

- Building your work-based portfolio with potential to implement your own ideas.
- Mentoring from senior club staff members.
- Quality references and/or LinkedIn recommendations.
- Professional development support provided.

This is not an exclusive list of degrees, and all roles are open to all students at eligible universities, merely a suggestion of where students could apply their degree knowledge most effectively.

Media & Marketing Officer

Potential degrees include Media & Communication, Digital Marketing, Social Media, Journalism (sport or non-sport)

Fundraising & Sponsorship Officer

Potential degrees include Business Management, Accounting, Finance

Club & Community Engagement Officer

Potential degrees include Sport Development, Sport Coaching/Science, Health and Physical Activity

Fan Experience Officer

Potential degrees include Marketing, Media & Communications, Business and Marketing, Marketing Management

Facilities Development Officer

Potential degrees include Facility Management, Business Management

Operations Officer

Potential degrees include Sport Management, Business Management

ROLE PROFILES FOR STUDENT PLACEMENTS

The programme focusses on off-pitch roles to support their clubs to function, with alignment to degrees such as Media, Finance and Business. Please see below for each of the role profiles. Each club will have the opportunity to adapt the role profiles to their own club's requirements for the 2025-26 season, a new addition to allow for more targeted impact:

- [Media & Marketing Officer](#)
- [Fundraising & Sponsorship Officer](#)
- [Community Engagement Officer](#)
- [Fan Experience Officer](#)
- [Facilities Officer](#)
- [Operations Officer](#)

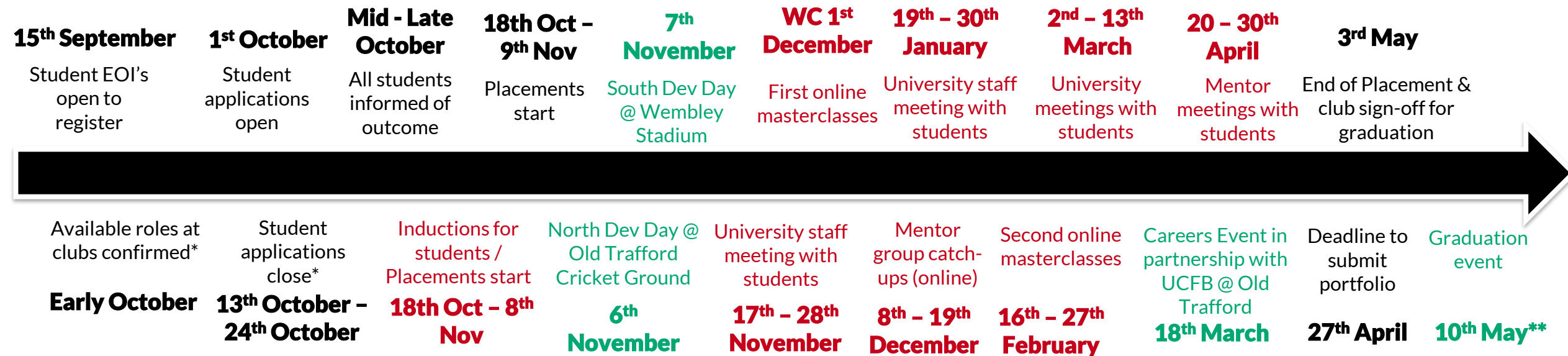
OUR EXPECTATIONS AND OUR COMMITMENT

The purpose of the Emerging Club Leaders programme is to provide a volunteering experience in Football that supports both students and clubs to improve consistency, performance and opportunities. To ensure these aims are met, there are commitments we will make to students, and expectations of students who join the programme.

BUCS Commitment	Expectations of Students
<ul style="list-style-type: none">• To provide students with all required guidance related to the ECL programme• To deliver a fair and open recruitment process for all roles on the programme• To provide an exceptional student experience throughout the programme• To manage any concerns raised by the club regarding students, universities or the programme• To onboard into alumni network	<ul style="list-style-type: none">• Present and punctual throughout your placement• Polite and respectful to all whilst at the club• Engage with BUCS and The FA learning and development programme, including online and F2F events• Clear communication with the club, BUCS and The FA if circumstances change• Complete assigned tasks as effectively as possible

KEY MILESTONES FOR STUDENTS

CPD & Support
Deadlines and Dates
In-person events



HOW TO APPLY

If you are applying before 1st October

- Complete the [expression of interest form](#)
- You will be informed when roles go live on EdExPro

If you are applying on or after 1st October

- Create your EdExPro profile
- Apply for all roles

Each role will stay live for 2 weeks, with varying closing dates. Please check each individual role for closing dates.

Students can apply for as many roles as they like, but we encourage you to consider the role requirements and location when applying. No roles will be live after 24th October.

EDEXPRO APPLICATIONS

EdExPro and BUCS have partnered to create a smooth application process for students. To apply for roles, students will **have to create a video profile**, which they can use to apply for multiple roles.

All roles related to the programme will be listed on the EdExPro platform, with the role criteria being set for each role.

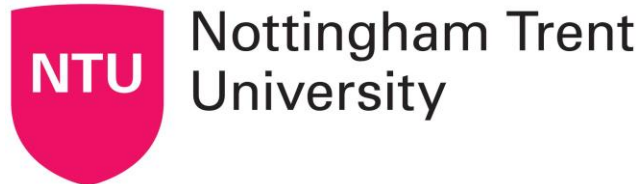
We will let job applicants know if they are successful or unsuccessful through the portal, so it is important students continue to check the portal after applying.

Information on how to create your profile can be found on the [EdExPro website](#). BUCS will cover the cost of student registration, with each university having their own link to register. Please check the next page to sign-up.



EDEXPRO SIGN-UP LINKS

Please click on your university logo to create a free EdExPro account (normally at a cost). If your university is not listed but you are interested in the programme, please complete the [following form](#) so we can share any other opportunities.



APPLICATION PROCESS

The process to apply for roles is as followed:

- Re-read the Emerging Club Leaders Student Guide (attached)
- Within the guide, use the link relevant to your university on page 12 to create an EdExPro account
- Create your free account with all the details, including a profile video. This will be used as part of the review process for applications and any application without a video is unlikely to be accepted
- Apply for all roles that you are interested in - not all roles on EdExPro are for this programme but all that will have the reference 'BUCS ECL', so you can use the keywords search tool to narrow the focus to these roles
- Some roles will be accepting multiple applicants (e.g. 2 Media and Marketing Officers) so please read the brief and specify which of the 2 roles you would be interested in as they will have different focuses

We encourage you to consider the following when applying for roles:

- **Location** - please only apply for roles that you are realistically able to travel to and from as you will be required to be present at the club on matchdays and other events
- **Job** - please only apply for roles in areas that you are interested in, there is no restriction on what degree you have to be on for any of the roles, as long as you can evidence why you'd be a good fit for it. It is likely you have a skillset that aligns to one or two of the six roles better than others, so prioritise having a profile that aligns to this rather than covering everything
- **Main project** - each club has provided a main project specific to what their priorities are for each role, please read these and use the additional comments when applying to share how you would approach this project.

ROLE CONFIRMATION PROCESS

- BUCS and partners will review all applications on the EdExPro portal for each of the roles
- No interviews will be required; your profile video will cover this (important that you create one if you want a chance of getting a role)
- A 2-stage process will be completed, with first being a review by an external panel to assess suitability to complete the role, the second by BUCS to decide the best candidate for that club
- We will not have the capacity to inform every applicant on the outcome of their application so please check the portal regularly. We will email successful candidates to confirm their placement. Please check the EdExPro portal regularly in the week following the deadline to confirm the outcome of your application.
- All students will find out the outcome of their applications by 31st October at the latest
- If successful, you will be introduced to your club and begin the induction process
- All successful candidates will be required to attend a Development Day to help them start the placement, there are two dates on **Thursday 6th November @ Old Trafford Cricket Ground, Manchester** and **Friday 7th November @ Wembley Stadium, London**

If you have any questions, please contact

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