



Aberdeen Football Club Job Description

Name:	
Job Title:	Head of Performance Analysis
Line Manager:	Director of Football
Line Manager for:	Performance Analysts, Performance Analysis Employability Programme
Date Started:	
Overall Purpose of Job:	
<ul style="list-style-type: none"> • Lead, oversee, and coordinate the performance analysis support provision to all Professional squads and Academy age groups and Loans/Emerging Talent team. • To provide the performance analysis provision for all professional players, monitoring and tracking development using objective and subjective data. • Provide insights to the delivery of the AFC playing and coaching philosophy, aiding with the vision of the Club and support the First Team Manager and Assistant First Team Coaches. • Oversee performance analysis provision given to the Youth Academy which is led by the Academy Performance Analyst. • Actively participate in wider Football management insights projects. 	
Main Responsibilities/Description of Duties:	
<p>Key responsibilities</p> <ul style="list-style-type: none"> • To lead the support provision and requirements of the Performance Analysis function (particularly staffing, delivery of objectives, performance review process). • Facilitate clarity around team philosophy and individual role requirements through the measurement of football performance and feedback. • Supervise feedback of match and educational content to all players and coaching staff, ensuring most applicable method and style is used, including use of specialist software. • Maintain an up-to-date knowledge of the development of performance analysis software, ensuring the Club remains innovative in its analytical approach. • Working closely with the <i>Assistant First Team Coach</i>, oversee individual analysis for First Team players using subjective and objective data to inform the Football Management Team. • Oversee the department's filming and coding of Training & Matches as required, ensuring there is necessary videography and analytical support for the First Team, loan player management, and Academy teams. • Working with the Pathways Manager, oversee analysis provision provided to loan players, where appropriate, liaising with the loan club's performance analyst ensuring a consistency of messaging in line with the player's Individual Development Plan. • Manage the Club's Performance Analysis Studentship Programme, ensuring there is required analysis provision for the Development Squad, and Youth Academy (including Under-18s professional players), with a resilience plan to cover for absence. 	



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- Recruit Performance Analysis Team staff when required in line with Club processes and guidelines.
- Working with the *IT Manager*, liaise with various software providers ensuring the Club is maintaining advanced knowledge of capabilities and developments, executing a staff development learning programme where necessary.
- Ensure the Performance Analysis function is delivering individual player insights – corresponding to player positional profiles – to contribute towards players’ individual development plans in the First Team and Academy squads.
- Assist the Football Strategy Team, including the *First Team Manager* and *Academy Director* in defining subjective and objective position-specific performance indicator.
- Provide insights to the *Director of Football* regarding team performance trends in line with the Club’s playing philosophy and also individual player performance.
- Have a primary role in developing positional player profiles to help support the management of individual player performance and benchmark key performance criteria to aid the player recruitment process, ensuring there is a complete positional player profile for each positional role in the First Team.
- Working with the *Head of Recruitment* and *Director of Football*, ensure there is appropriate analysis support for the player recruitment process.
- Filming of First Team activity – training and matches – when necessary.
- Support the *Assistant First Team Coach* in coding First Team activity – training and matches – when necessary.
- Support the *Assistant First Team Coach* in animating and ‘painting’ pre-game analysis videos for the First Team.

General responsibilities

- Compliance with Club policies.
- Compliance with the Club’s health and safety procedures.
- To undertake such other duties as may be reasonably expected.
- To maintain professional conduct at all time.

Person Specification: Experience/Qualifications/Training/Personal Qualities

Essential:

- Experience working as a Senior Performance Analyst in professional football;
- Experience leading a team;
- BSc in Performance Analysis, Sport Science, or other related subjects;
- Clear & innovative presentation skills (Keynote, Powerpoint, etc).

Desirable:

- Experience working as Head of Performance Analysis in professional football;
- Licensed football coach.



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<ul style="list-style-type: none">• Experience utilising <i>Coach Paint</i>, <i>Hudl</i> software solutions, <i>SportsCode</i>, and demonstrable knowledge of other performance analysis software systems;• Dedication to continued professional development;• Innovative;• Strong IT skills and knowledge of databases and reporting capabilities;• Excellent communication skills and ability to positively influence;• Meticulous attention to detail and maintains a high level of confidentiality;• Demonstrably high level of tactical football knowledge;• Strong skills and knowledge of videography, coding, data analytics, and animating;• Strong track record of providing analytical insights in an elite football environment;• Self-motivated, ability to work with minimum of supervision;• Strong communicator & people management skills;• Capable of delivering in a high pressure elite performance environment;• Driving license.	
Signed by Employee:	Signed by Line Manager:
Date:	Date: