



Kent Phoenix Youth American Football Club

Role Description

Role title: Head Coach, South East Legion (Kent Phoenix under 19 squad)
Location: Shepway Green, Maidstone, Kent, ME15 7JN
Employment type: Voluntary role

Introduction

We recently announced that our under 19 Head Coach, Ray Allen, and his long-time coaching partner and Offensive Line Coach Lee Parsons have decided to retire at the end of the 2026 season. Coach Ray has recently moved home and is no longer living locally. For Coach Lee, after many years of hard work for the club, it's time for family and other interests.

As a result, we are seeking a new Head Coach for our under 19 squad to take over for 2027. Ideally, the right candidate would be able to come on board during 2026 to ensure a smooth handover and to get to know the players they will inherit. We appreciate this may not be possible, but it would be the ideal scenario.

How to apply

Please email a Covering Letter and sporting CV to Michelle Carr, chair@kentphoenix.co.uk to express your interest in the role. *If you have any questions you would like to discuss before applying, you are also welcome to contact Michelle via email in the first instance.*

Main duties and responsibilities

- To be responsible for leading the under 19 playing squad, coaching the team, and along with the Board and coaches of other age groups, creating a culture and environment that drives high performance in all areas – Football, Academics and Character.
- To lead, plan and implement a technical coaching programme for the under 19 squad to allow them to compete to the best of their abilities in competition and creating an environment where the team and individuals are supported to develop and succeed.
This work includes:
 - setting team ethos and values and fostering a positive and inclusive environment;
 - group and individual technical and tactical coaching,
 - the creation of training programmes for pre-season, in-season and off-season;
 - using game footage and statistics to improve player and team performance;
 - ensure compliance with all league and organization rules and regulations;
 - encouraging player participation in regional and national teams, NFL Academy and other structures that enable players to eventually 'outgrow' our Club.
- To liaise with their assistant coaching staff to ensure fair and transparent team selection for fixtures and competitions.

- To liaise with parents where necessary to answer questions and encourage a rounded approach to players' performance on the field, but also with concern for their academics and other interests off the field.
- To work with the club's Board to develop and implement a fair and transparent talent identification system, including an effective trials/introductory session process.
- To mentor volunteer/assistant coaches within the programme and assist the Board with the recruitment of assistant coaches where appropriate to build out a coaching staff.
- To support the education and growth of student-athletes as individuals, signposting towards appropriate avenues of support, including mental health support.
- Occasionally attend specific events with high recruitment potential to help sell the vision for the under 19 squad and the Club.
- To represent the Club at all times in a positive manner.

Requirements

- Extensive coaching experience in American Football and the ability to lead and develop players, coaches and support staff.
- A BAFCA Level 1 qualification (essential) or Level 2 (desirable). If candidates don't have Level 2 yet, we would expect them to commit to achieving that in due course.
- Demonstrable experience of working with children and young people (essential); A background in teaching or developing young adults (desirable).
- Strong organisational skills and the ability to delegate in order to plan both training sessions and gamedays.
- Strong communication skills to inspire players and coaches, and liaise with parents and club volunteers (including the club's Board).
- A commitment to developing their own skills through regular CPD via BAFCA, and a philosophy that encourages their coaching staff to do likewise.
- Since the club solely works with children and young people, an Enhanced DBS check and safer recruitment process is a mandatory requirement.
- A commitment to updating other training including safeguarding training and safety training (e.g. concussion protocols, first aid, CPR) is also necessary.

What we offer

- A pipeline of talent from u11 through to u19 with over 80 players in the club. 28 players from our current u19 team will be eligible to return in 2027.
- A solid support structure with a dedicated Board, a diverse group of club coaches in all age groups with playing and coaching experience, and a good volunteer support staff.
- Excellent range of equipment include Sleds, Power Blaster, Cages, Jugs machine, Guardian Caps. Off-field technology including Veo camera and digital screens. We have an ongoing commitment to renewing helmets and shoulder pads and other kit for the players. For example, 20 new helmets were purchased in 2026.
- Financial stability as a club, and a dedicated clubhouse solely available for our use.

Practicalities

BAFA Division Two's fixtures are always on a Saturday.

The regular season runs from April to July with the playoffs taking place in August.

U19 training currently takes place on a Sunday between 10am and 1pm.

About Kent Phoenix

The Kent Phoenix has participated in British American Football since 2016. Based in Maidstone, Kent, we are a club dedicated solely to children and youth participation in American Football. Flag (non-contact) football is played by the under 11s and under 14s, then kitted (contact) football for under 16s and under 19s.

There are adult teams in Orpington and Canterbury and BUCS football at the University of Kent. However, for children and young people who are reliant on their parents for transportation and/or are too young to travel alone on public transport, a club in the heart of Maidstone provides the opportunity for them to participate in ways that would otherwise not be possible if they had to travel 30 or 40 miles to find a team.

Over the last ten years, we have welcomed hundreds of children and their parents to the club. We do draw from quite a wide area but our home in Shepway, Maidstone is 1,061st out of 12,161 on the deprivation index nationally and so, despite the Covid pandemic and some years when we have lost more games than we have won, we're most proud of the way in which we open up new life opportunities to young people through the great sport of American Football.

In the last decade, twelve children from the Kent Phoenix have been selected to represent Great Britain at either cadet, under 17 or under 19 level in both flag and kitted versions of the game. We were particularly pleased last year to see our first female international player and this year our first international player after an under 19 player was picked to represent Poland.

As a club, we want to continue to build for the future and our ambition is to become a leading force for flag and contact football for children and young people in Kent.

About our under 19 squad (the South East Legion)

The Legion currently play in Division Two (7v7 format) of the BAFA under 19 league. The squad has competed for the last three seasons at that level. In 2025, we finished the season undefeated at 8-0 and as Southern Conference champions. We eventually finished third in the nation after losing to the eventual champions. In 2026, we are currently 6-0 and confirmed as the South-East division champions with National Finals yet to come in August.

The 2026 squad includes 35 registered players with a good mix of rookies and u16 graduates, one or two transferring players and a high number of returning players from the 2025 team. We have two current Great Britain internationals, a Polish international, a former GB player, and a further Team South player last year. One will start at the NFL Academy this August.

We are often asked about the squad's name. When the squad was first formed around ten years ago, Kent Phoenix, Hellingly Hound Dogs and East Kent Mavericks did not have enough under 19 players to form separate sides. A joint effort was agreed. Out of respect for the other two teams, a separate name was chosen so that it wasn't seen as the Phoenix squad.

Since Covid, the squad really is now just run by Kent Phoenix as our under 19 squad. But the name and identity of our under 19s has remained as the South-East Legion.