



EMPLOYMENT HISTORY

Manchester City Women FC
EDS Head Coach (U21) & Goalkeeper Coach
2022 – Present

Responsibilities:

- Lead on planning & delivery for EDS Team in the academy
- Be responsible for the Junior & Youth Academy goalkeeper's development
- Plan and prepare a new goalkeeper syllabus for JA & YA
- Input sessions and reviews on the system
- Plan, Lead and deliver on all recruitment days (GK)
- Plan and prepare all Set piece work throughout the academy
- Delivery of full team sessions as Head Coach
- Assist with 1st Team training and home match days as an assistant GK Coach

Achievements:

- Implemented new GK Syllabus across the academy
- Currently working with 1st team & Academy Outfielders & Goalkeepers
- 3 players to receive Professional Contracts in the past 6 months internally / 4 externally
- Increased development of individuals to international selection (over 10 out of 11 current players)
- Integration of Academy players within the 1st team training environment on a regular weekly basis (11 players)



The FA Women's High-Performance Centre & England Development Pathway Programme Lead (GK Coach) & Technical Outfield & GK Coach
2021 – 2024

Responsibilities:

- Planning the 30 weeks Programme
- Assessing potential female goalkeepers to attend the programme, then delivering each week.
- Mentoring the GK Coaches to help them develop their skills
- Looking to help bring in and develop GK Coach Mentees
- Planning and delivery on National Talent ID Days

Achievements:

- Launched the 2021/2022 programme
- Currently working with 18 young Goalkeepers
- Helping to develop 2 new GK Coaches
- Working with 2 GK Coach Mentees and helping them on the start of their coaching journey



Huddersfield Town AFC Women
First Team Manager
2015 – 2020

Responsibilities

- Lead on all aspects of recruitment of backroom staff, grown from 3 coaches to a team of 10 all on a voluntary basis.
- Ensure recruitment of players to keep pushing the club forward year on year
- Create and lead on the implementation of our playing philosophy and culture
- Plan and prepare all technical and tactical elements of training and match days
- Analyse opposition and player performance

Achievements

- Highest ever league position and points total – 4th FA Women's National League (47 Points)
- Achieved the 5th Round of the Women's FA Cup (Furthest in the club's history)
- Won 2 County Cup finals for the first time (Reached the final each year)
- Year on year improvement to league positions since taking over.
- Reached 2 league cup finals and finished runners up.



ASHLEY VICKERS

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Barnsley FC Academy

Goalkeeper Coach

2017 – 2019

Responsibilities

- Work with goalkeepers within the academy (U8 – 23's)
- Be responsible for the FDP, YDP and PDP goalkeeper's development
- Plan and prepare a new goalkeeper syllabus for FDP & YDP
- Input sessions and reviews on the PMA system
- Working with the FDP, YDP and PDP groups in training and on match days

Achievements

- Worked with PDP players to get them into the First team squad
- Developed 2 YDP goalkeepers to receive call up to relative England age groups
- Developed and implemented the GK syllabus for the 9-16's (FDP & YDP)

OTHER ROLES

2020 – 2022	North of England Football Academy – Academy Coach & Head of Recruitment
2020 – 2021	Pontefract Collieries FC – Assistant Manager
2018 – 2020	Huddersfield Town Foundation – Community Coach
2018 – 2019	English Schools FA – Goalkeeper Coach
2017	Huddersfield Town Academy – Goalkeeper Coach
2015	Doncaster Belles RTC – Head of Goalkeeping
2015 – 2018	Huddersfield New College – Head of Women's Football
2014 – 2017	University of Huddersfield – Head of Football (Men's & Women's)
2011 – 2013	Doncaster Rovers FC – Development Coach
2004 – 2011	Bartfields (UK) Ltd – AAT Qualified Accountant

QUALIFICATIONS



- UEFA A Licence
- UEFA B Licence
- FA GK B Licence
- FA Youth Award – Awaiting assessment
- FA Youth Award Module 1, 2 & 3



- FA Developing Forwards
- FA Goalkeeping Coaching Certificate (Level 2)
- FA Level 1 & 2 Certificate in Coaching Football
- FA Level 1 Futsal Coaching
- FA Level 1 Talent Identification
- Safeguarding and Protecting Children
- FA Emergency Level 2 First Aid
- Effective Coaching in the Female Game



- MSc Advanced Performance Football Coaching (2024) Master of Science



- The LMA School of Football Management – Creating a Culture of Excellence

- The PFSA Level 1 in Opposition Analysis, The PFSA Level 1 Talent Identification in Football, The PFSA Technical Scouting in Football



- Level 3 Personal Training & Fitness
- How to coach disabled people in sport



EDUCATION

MSc Advanced Performance Football Coaching, University of South Wales

2020 – 2024

AAT (Accountancy) Qualification, Babington Business College

2004 – 2008

BTEC Sport, Minsthorpe Community College

2002 – 2004

GCSE's, 11 A-C's, Minsthorpe Community College

1997 – 2002