

ASHLEY VICKERS

FOOTBALL SPECIALIST



About Me

Ambitious and dedicated football coach and program leader with extensive experience in elite youth and professional women's football. Demonstrated success in nurturing players to national and professional standards, creating high-performance environments, and leading programs that align with club philosophies. UEFA A Licensed, MSc in Advanced Performance Football Coaching graduate, passionate about fostering player-first, development-focused cultures.

Skills:

- Leadership of Elite Player Pathways
- Player-Centered Development Philosophy
- Talent Identification and Recruitment
- Program Management and Staff Development
- High-Performance Culture Building
- Performance Analysis and Goal Setting (IDPs)
- Advanced Curriculum Design (Goalkeeping & Outfield)
- Communication, Relationship Building, Stakeholder Management

Education:

MSc Advanced Performance Football Coaching

University of South Wales (2024)

AAT (Accountancy) Qualification

Babington Business College (2008)

BTEC Sport

Minsthorpe Community College (2004)

GCSEs (11 A–C Grades)

Minsthorpe Community College (2002)

Contact Me:



+44 7931 226014



www.ashleyvickers.co.uk



info@ashleyvickers.co.uk



7 Home Farm Court, Doncaster, South Yorkshire

Professional Experience:

Manchester City Women FC

Elite Development Squad (EDS) Head Coach & Academy Goalkeeper Lead

2022 – Present

- Responsible for planning and leading the EDS U21 team's development programs within a world-class academy structure.
- Designed and implemented a new academy-wide goalkeeper curriculum for Junior and Youth Academy levels.
- Successfully integrated 11 academy players into First Team training on a regular basis.
- Facilitated the professional signing of 7 players (3 internal, 4 external) within a 6-month window.
- Planned and executed all academy set-piece strategies and full team sessions; assisted First Team coaching operations on match days.

The FA Women's High-Performance Centre

Programme Lead (GK & Technical Coach)

2021 – 2024

- Led the strategic planning and delivery of a 30-week elite player development program supporting England's national talent pathway.
- Developed and mentored emerging goalkeeper coaches and mentees.
- Delivered Talent Identification initiatives regionally and nationally to strengthen the talent pool.
- National Goalkeeping Course Tutor Delivery

Professional Qualifications:

- UEFA A Licence
- UEFA B Licence
- FA Goalkeeping B Licence
- FA Youth Award Modules 1–3
- FA Developing Forwards Certificate
- FA Level 2 Talent Identification & Scouting
- PFSA Level 1 Talent ID, Opposition Analysis, Technical Scouting
- Safeguarding & Protecting Children
- Emergency First Aid Level 2
- Level 3 Personal Training & Fitness
- LMA Leadership & Development Course
- Effective Coaching in The Female Game
- FA Womens Elite Coaching Programme

Additional Roles

- North of England Football Academy — Academy Coach & Head of Recruitment
- Pontefract Collieries FC — Assistant Manager
- Huddersfield Town Foundation — Community Coach
- English Schools FA — Goalkeeper Coach
- University of Huddersfield — Head of Men's & Women's Football
- Doncaster Rovers FC — Development Coach



Professional Experience:

Huddersfield Town AFC Women

First Team Manager

2015 - 2020

- Directed all first team football operations, including staff recruitment, player acquisition, philosophy design, and performance management.
- Delivered record-breaking results: highest league finish (4th, FA Women's National League), furthest FA Cup progression (5th Round), and multiple cup final appearances.
- Established a resilient, growth-driven culture improving year-on-year standings throughout tenure.

Barnsley FC Academy

Academy Goalkeeper Coach (U8–U23)

2017 - 2019

- Led goalkeeper development across all academy phases (FDP, YDP, PDP).
- Designed and implemented a long-term goalkeeper syllabus (ages 9–16).
- Successfully progressed players to first-team squads and earned national youth team call-ups.

**References available
upon request**

Summary

Football Leader | Player Development Specialist | UEFA A Licensed Coach

Ashley Vickers is an accomplished football leader with extensive experience in elite youth development and women's professional football. As a UEFA A Licensed coach with a Master's degree in Advanced Performance Football Coaching, Ashley has consistently delivered player-centered, high-performance environments that produce international and professional-level athletes.

His leadership roles at Manchester City Women FC, The FA Women's High-Performance Centre, and Huddersfield Town AFC Women have equipped him with a deep understanding of technical development, talent identification, staff mentorship, and program management. Ashley is passionate about creating clear pathways for young athletes to achieve their highest potential, fostering cultures built on growth, accountability, and excellence.

With a track record of measurable success across academy and senior levels, Ashley remains committed to driving standards forward and making a lasting impact on the future of the game.