

Information Pack

World Athletics is pleased to launch the inaugural Master Coach Developer Pilot Programme, a unique opportunity for 12–14 global leaders to gain a new certification and help shape and deliver the future of the World Athletics Coach Education System.

This pilot programme will play a critical role in defining how Coach Developers are trained and supported to deliver coach education worldwide.

Role of a Master Coach Developer

Master Coach Developers are mentors, educators, and system leaders. Following certification, they will work closely with World Athletics, Area Associations and Member Federations to deliver and continuously enhance the World Athletics Coach Developer Certification. The role is central to building a high-quality, globally consistent coach development system and will directly influence how coaches are educated and supported across the world.

As a Master Coach Developer, you will:

- Lead the development of Coach Developers within your region
- Deliver and support the continuous improvement of the World Athletics Coach Education System
- Mentor and support Coach Developers in their training
- Contribute to practical, context-driven solutions to real-world coach development challenges
- Support the design and delivery of competency-based assessments.

This role requires the ability to adapt to diverse contexts, reflect on practice, and generate new insights through experience.

What to Expect from the Programme

The Master Coach Developer Pilot Programme will run over a 12-month period from September 2026 to September 2027.

Through the programme, you will:

- Co-create the role, competencies, and standards of Master Coach Developers
- Engage in a blended learning experience, including:
 - Online learning and webinars
 - Two in-person residential workshops (November 2026 and March 2027)

- Ongoing mentoring and support
- Apply your learning through an individually tailored development project
- Learn through continuous reflection and peer collaboration

All components are designed to support you in applying your learning directly within your own coaching and development context as well as in your Member Federation and Areas.

What to Expect After Certification

Following certification, you will play a key role in the global roll-out of the World Athletics Coach Developer Certification.

Between 2027 and 2029, this is expected to involve approximately 10–30 days of paid delivery.

You will also become part of a global Athletics Coach Developer Community of Practice, contributing to:

- Continuous feedback, leading to system improvement
- Innovation in coach development approaches
- Sharing of global best practice

Beyond the initial rollout phase, Master Coach Developers will remain central to the success of the programme, supporting Coach Developers worldwide, leading delivery of the Coach Developer Certification, and shaping the future development and innovation of the World Athletics Coach Education & Certification System.

Eligibility Criteria

Essential Requirements

Applicants must:

- Hold either a World Athletics Lecturer role, a Kids' Athletics Master Trainer role, or have recognised experience in adult learning (e.g. accredited teaching qualification, university degree, or vocational qualification)
- Hold an athletics coaching qualification
- Demonstrate commitment to the Coach Developer approach
- Be actively involved within their Area Association or Member Federation, with the ability to influence coach development practices
- Be actively delivering coach education and development programmes (preferably in athletics)

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- Be proficient in English
- Be able to operate effectively in an international and multicultural environment
- Be open to reflection, innovation, and collaborative learning

Desirable

- Experience in mentoring or supporting coaches or Coach Developers

Additional Requirements

- Candidates must be nominated and supported by their Member Federation, Area Association, or the World Athletics CEO
- Be available to attend two in-person workshops (November 2026 and March 2027). Workshop details will be provided at a later stage but will each be 3-4 days in duration and held in the UK.

Who This Programme Is For

This programme is designed for experienced coach educators and leaders who are already influencing coach development systems and are willing to contribute at a global level.

We are particularly interested in candidates who demonstrate:

- Leadership and experience in coach development
- The ability to influence systems and drive change
- A commitment to new learning, innovation, and collaboration

Application Process and Deadline

If you meet the criteria and are motivated to help shape the future of coach development globally, we encourage you to apply.

To apply:

1. Complete the Master Coach Developer application form
2. Submit a CV (with two referees) and cover letter outlining your motivation and relevant experience aligned with the selection criteria
3. Ensure your application is endorsed by your Member Federation, Area Association, or the World Athletics CEO

Applications should be sent to coaching@worldathletics.org by no later than **1 May, 23:59 CET**

For any questions about the application process, please contact: coaching@worldathletics.org