



August 19th, 2022

Augusta United Hires New Director of Coaching

Jeff Darling joins Augusta United as DOC.

Augusta United Soccer Club has hired Jeff Darling as the club's Director of Coaching. Jeff will direct the Travel and Challenge Programs as well as lead supplemental development programs; Camps, Academies and Clinics. Augusta United's travel program has 2 teams competing in the ECNL Regional League and 10 in the National Premier League this fall. In addition to his role as Director of Coaching, Jeffrey will serve as head coach for the 2012 Boys and 2011 Girls Augusta United travel teams in Fall 2022.

A local resident, Darling served previously as the Program Coordinator for Lynchburg United (now CVU soccer club) in Lynchburg, VA where he successfully managed a similarly sized program. After an extended stint in Portugal, Darling has been living and working in Augusta County and coaching his children in Augusta United's Recreational Program. Darling has extensive travel coaching experience at multiple age groups in both club and school settings. He holds a USSF D License as well as a USC Advanced Regional Coaching Diploma and is a certified USSF and high school referee. Darling has a degree in Sports Management from Liberty University.

In addition to two teams competing in the ECNL Regional League, Augusta United's Travel teams will compete in the National Premier League in Fall 2022. The NPL is a program of the Virginia Premier Soccer League and US Club Soccer. Augusta United is one of the founding members of the new western division that will host the strongest clubs in central and western VA including SOCA (Charlottesville), Central Virginia United (Lynchburg), Shenandoah Valley United (Harrisonburg), Culpeper Soccer Club, Fredericksburg Soccer Club, Valley United (Roanoke) and Dynamo (Richmond). Those clubs are joined by more local associations in communities such as Shenandoah, Nelson, Luray, Lexington, Fluvanna, Orange and Greene to round out the league. Champions of Premier flights advance to State and National NPL Championships.

You may welcome Jeff to his new position at his email address: Jeff.Darling@AugustaUnitedSC.org.

New Augusta United Director of Coaching, Jeffrey Darling said:

"I'm really excited to be joining Augusta United Soccer Club! I've already had the chance to meet many wonderful people and families, and I'm looking forward to working together to grow the sport of soccer in the region."

Executive Director of the Virginia Soccer Alliance, Matt Wilson said:

"Jeff will be a great addition to the staff in Augusta. I have found him to be a clear communicator and a diligent worker. He is passionate about the local community, youth development and the sport of soccer. His experience both overseas and in sports management with youth soccer clubs will serve our players and families well. I know our coaches and players will enjoy working with Jeff and benefit from his leadership."