

 **JERSEY FA COMERCIAL COMMITTEE**

 **TERMS OF REFERENCE**

**January 2022**

1. **OBJECTIVE**

The purpose of the Jersey FA Commercial Committee is to provide advice and assist the County FA Board in developing its commercial strategy.

It will not perform any day-to-day management functions, nor assume any management responsibilities unless requested, but may review and evaluate performance linked to the commercial function.

1. **TERMS OF REFERENCE**
2. To establish and maintain a supportive environment that provides quality advice and recommendations either through the Board or, if agreed, direct to relevant Jersey FA personnel on these matters related to commercial activities:
* Strategic direction and operations.
* Identification, development and promotion of properties to be marketed by the association.
* Advice on branding, the sales process, marketing and related matters.
* Identification and evaluation of external factors which may impact on the Jersey FA’s commercial activities.
* Creative thinking around new commercial opportunities.
* Ensuring Jersey FA events are maximized and ensure the cost and benefit to the association are achieved within acceptable parameters.
* If required, helping draft contracts between the Jersey FA and its commercial partners.
* Evaluation, review and measurement of commercial and marketing performance.
* To have the delegated authority from the Board to negotiate and approve all revenue generating activity up to £20k per annum. Any activity above £20k will require Board approval prior to completion.
* No body other than the Commercial Committee has the authority to negotiate or approve revenue generating activity on behalf of the JFA.
1. The Chair of the Committee should also be a Jersey FA Board member
2. **COMPOSITION AND TERM OF OFFICE**

The Committee members shall be designated for a maximum of three terms of three years years to comply with the Jersey FA’s governance structure.

The Jersey FA CEO can attend meetings, even if he / she does not have a formal place on the committee.

The Committee Chairperson will have the following responsibilities:

* Lead meetings to achieve productive outcomes and ensure the Committee operates within its strategic role
* Act as a Committee spokesperson and representative, presenting reports and recommendations from the Committee to the Jersey FA Board, as appropriate.
* Follow up with executive personnel regarding implementation of agreed actions.

A Deputy Chairperson should be appointed to fulfil the duties of the Chairperson should they be absent from a meeting.

The remaining composition of the Committee shall comprise between 2 to 4 additional members who offer solid expertise, skill and networks in the areas relating to commercial and marketing activities, e.g.

* Branding, sales, and general marketing practices and implementation;
* Local and regional markets;
* Football products, services and activities the Jersey FA could market.
* Knowledge of best practice governance protocols.
* Financial management.
* Any other areas deemed strategically important to the development of commercial income for the Jersey FA.
1. **MEETINGS**

The Committee shall meet every two month, or as agreed by the JFA. Members should maintain regular contact between meetings.

The Chairperson shall fix the dates of meetings in collaboration with the Jersey FA CEO.

An agenda should be prepared and circulated sevendays before the meetings, with any relevant papers. Minutes should be kept and circulated within 14days after meetings.

1. **GOVERNING PRINCIPLES**

Members of the Committee agree to:

Act in the best interests of the Jersey FA, and football in general.

Speak with one voice with collective decision binding all members.

Recognise the implementation of all operational and management functions are the responsibility of the Jersey FA staff.

Act at all times in accordance with the Statutes and regulations of the Jersey FA and any other relevant policies drawn up by the Jersey FA.