



RECRUITMENT PACK

**INDEPENDENT NON-EXECUTIVE DIRECTOR
(PR & MARKETING)**

OUR VALUES



INTEGRITY

We strive to be professional in all we do, are fair, honest, reliable and accountable.



PASSIONATE

We are committed, hard-working and enthusiastic in delivering football opportunities, for all the enjoyment and benefits it brings to the participants.



RESPECTFUL

We will work collaboratively, with empathy and humility, driving equality and diversity to develop football for all and ensure all those who wish to be involved are supported and encouraged.



COMMUNITY AND CUSTOMER FOCUSED

We are committed to developing our services based on the needs of our communities and individual customers.



CONTINUOUS IMPROVEMENT

We are innovative and creative in seeking to deliver high quality service, reviewing our work to improve exciting and explore new ways of delivering football.



Role Profile

EQUALITY AND DIVERSITY

We would encourage all applicants to complete our voluntary Equality & Diversity Monitoring Form, via this [link](#), as part of the application process. The data we collect will be anonymous and confidential and will not be stored or linked to your application in any way.

Job title	Independent Non-Executive Director (PR & Marketing)
Reports to	Chair of the Board of Directors

Role Purpose:

- To support the public relations function of the Bedfordshire FA, developing relationships with MPs and local government leaders to promote the work of the Bedfordshire FA.
- To support the marketing and communication processes of the Bedfordshire FA to review all investment opportunities and enhance the brand of the Bedfordshire FA
- To maximise the commercial and sponsorship opportunities for the benefit of Bedfordshire FA.
- To support Bedfordshire FA senior leadership in embedding culture, diversity and inclusion throughout the organisation
- To be an active board member, providing strategic oversight and constructively challenging and reviewing the Bedfordshire FA strategic plan.

Direct reports	N/A
Voluntary Role	Expenses will be provided
Commitment	Meetings are held 6 times a year

Director Key Accountabilities:

- Serve as a director of the company and to actively participate in its strategic management.
- Execute the responsibilities of a company director in accordance with the Companies Act (2006) and other relevant legislation.
- Safeguard the interests of the membership and stakeholders of the association.
- Establish clear objectives to deliver the agreed strategy and business plan and regularly review performance against those objectives.
- Constructively check, challenge, review and support the development of the Bedfordshire FA's strategy and performance against objectives
- Monitor, review and evaluate organisational performance against agreed objectives
- Ensure efficient and effective corporate governance
- Contribute to constructive debate on all board matters.
- Promote equality of opportunity throughout the association.
- Oversee the management of risk to the association, including matters of health and safety.
- Monitor the financial affairs of the association to ensure the effective use of financial and other resources.
- Review and approve annual operating and capital expenditure budgets
- Ensure appropriate levels of resources to deliver the strategy
- Use expertise, time and connections to support staff
- Be a positive ambassador for football in Bedfordshire, representing the Bedfordshire FA
- Act in the best interests of football in Bedfordshire and continually seek to improve the football experience for all
- Perform other responsibilities as assigned by the Board

Essential Qualifications & Experience:	Desirable Qualifications & Experience:
<p>Essential</p> <ul style="list-style-type: none"> • Digital, marketing & communications qualifications or extensive sector experience. • Strategic leadership and management skills. The ability to develop and monitor organisational strategy • Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation • The ability to debate, discuss and challenge in a constructive manner • Excellent interpersonal skills. The ability to form strong, productive relationships both internally and externally to the benefit of the association • An ability to understand financial accounts, management accounts and budgeting • Access to and ability to use, email and the internet • A sound understanding of the volunteer/ professional relationship and how this can best work to support the work of the association • An understanding of and a commitment to equality in action • interest in grassroots sport and knowledge & understanding of not for profit organisations. 	<p>Desirable</p> <ul style="list-style-type: none"> • Senior Management Experience • An understanding of The FA National Game Strategy and how this affects the work of the County Football Association
Further Information:	
<p>Will the job-holder have direct access to young persons under the age of 18, within the context of the job or any subsequent related activities or responsibilities? NO</p> <p>Where the answer to the above question is YES the following wording will be included in any advertisement “As this role involves direct access to young persons under the age of eighteen, within the context of the job or any subsequently related activities or responsibilities, the successful candidate will undergo a thorough screening process, which will include a DBS check to ensure their suitability for the role.</p>	
Enhanced DBS Check Required:	No
Clean Full Driving Licence:	Useful but not essential

The role holder will be expected to understand and work in accordance with the below values/behaviours:	
Bedfordshire FA Values	Behaviours
INTEGRITY	Strive to be professional in all we do, are fair, honest, reliable, and accountable.
PASSION	Committed, hard-working and enthusiastic in delivering football opportunities, for all the enjoyment and benefits it brings to the participants.
RESPECTFUL	Work collaboratively with empathy and humility, driving equality and diversity to develop football for all and ensure all those who wish to be involved are supported and encouraged.
COMMUNITY AND CUSTOMER FOCUSED	Committed to developing our service based on the needs of our communities and individual customers.
CONTINUOUS IMPROVEMENT	Innovative and creative in seeking to deliver a high-quality service, reviewing our work to improve and explore new ways of delivering football.

Job description authorised by:	Alan Young, Chief Executive Officer
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Date signed:	01/07/2023
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HOW TO APPLY

Please submit your CV and Cover Letter (2 sides maximum) outlining how you meet the role profile, by either email to:

- Alan Young CEO, Bedfordshire FA via: Recruitment@BedfordshireFA.com

We would also be very grateful if you could complete our voluntary Equality & Diversity Monitoring Form, as detailed on page 2, upon submission of your application via this [link](#).

The closing date for applications is midday on Thursday, 20th July 2023.

Interviews will be held online for a suitable time with the candidate.

If you have any questions about the role, please contact Recruitment@BedfordshireFA.com

SAFEGUARDING

We are committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and the information provided. The successful candidate will also be required to undertake a safeguarding induction and safeguarding training as outlined by the FA.