



Appointment of

Independent Non-Executive Director - Commercial

October 2021



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About Berks & Bucks FA

Berks & Bucks FA is the local governing body for football covering Berkshire & Buckinghamshire. Our role is simple; To Lead, Protect & Support an individual's journey in football by inspiring a lifelong relationship with the Game. Football has the power to Change Lives and connect people, and this is why we do what we do.

Since 1878, Berks & Bucks FA have been governing the game locally, working with our member clubs and leagues to ensure that the game is played with integrity and passion. Over the years, the role that Berks & Bucks FA plays in football has changed significantly and it now looks after over 57,000 players across 4000 teams, engaging with thousands of coaches, referees, supporters, club and league officials and parents.

The County FA is responsible for everyone's journey in football and our role is to keep opening opportunities and breaking down barriers for more and more people to enjoy this beautiful game.

Our staff team provide expert advice and support to our members across a variety of development, safeguarding and governance fields.

Our Board of Directors, made of dedicated and skilled individuals with a passion for making a difference, provide support and advice to the executive team with expertise in:

- Safeguarding
- Finance
- Grassroots Football
- Inclusion
- Human Resource

We hope to complement this strong group further with Commercial expertise.

Our ambition for improving the game and people's lives drives our strategy and the work we do.



Connecting The Game - Strategy 2021-24

Our Purpose, and why we do what we do, is to connect people and to change lives. We know the opportunities and responsibilities that we have, as football, to place this at the heart of our thinking.

The impact of Covid is likely to be felt for years to come as we begin to understand how it has affected people's lives and we aim to learn from these experiences to ensure, as a sport, we are ready for what the future holds.

Our Strategy "**Connecting the Game**" aligns our work to ensure that we are giving everyone the best possible opportunity to get involved and remain in the game, inspiring a lifelong relationship with football by improving our accessibility and our representation.

The outcome will be a strong, sustainable, data and insight led organisation improving our ability to Lead, Protect & Support.

Our Vision:

We will inspire a lifelong relationship with football in all communities & individuals across the County

Our Purpose:

"Changing Lives, Connecting People

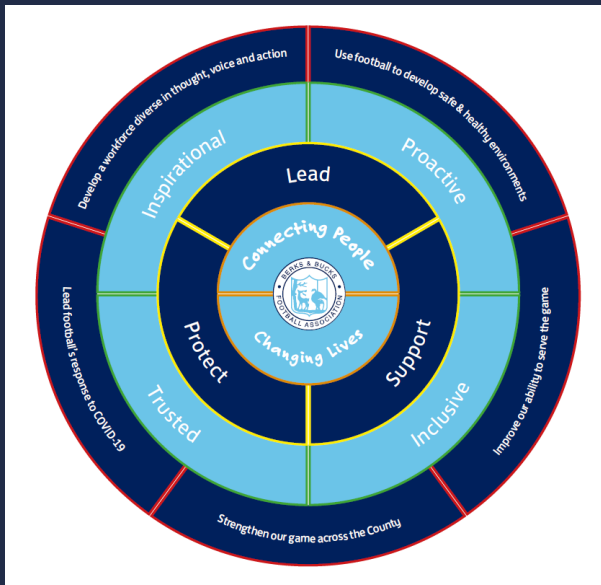
Our Mission:

To Lead, Protect & Support your journey in football.

Our Values:

BeInspirational • **Be**Inclusive • **Be**Proactive • **Be**Trusted •

Connecting The Game - Strategy 2021-24



Guiding Principles:

Safeguarding

Foster a culture of innovation and connect with the entire aquatic family through a programme of digital transformation.

Inclusion

Deliver exceptional support and value to all members, regions, counties and clubs.

Customer Excellence

Work openly and constructively with our stakeholders, partners and community.

Communication

Engage employees and volunteers with fairness, dignity and respect.

Strategic Goals:

Develop a workforce that is diverse in thought, voice and action.

We often talk about football being FOR ALL. Our challenge as an organisation is to ensure that this is central not only to our thinking and our voice but also in our actions. In order for us to realise our potential we must influence change in our structures internally, in how we interact with new communities and how we embed diversity and inclusive environments across football.

Use football to develop safe & healthy environments

Our duty, as an organisation, is to ensure that everyone has the opportunity to play football in a safe environment, on good playing surfaces, free from discrimination and abuse and with processes that minimise risk to participants. This happens through good governance that you can trust and rely on. We also understand the power that football can have to change lives and connect people in communities across the County.

Lead football's response to Covid

Recognising the long and short term affects of Covid on football is essential as part of our collective recovery and our opportunity to thrive in the future. Covid has changed the way we operate, the way we engage and the way we work. It has accelerated the need to change and adapt our working models and to prepare ourselves and our members for any future crisis of this magnitude

Improve our ability to serve the game

Central to our strategy is the need to reflect on our internal structures to prepare us for the ever-changing game. This ranges from the need to be led by data and insight to add value to our decision making, succession planning and improving the Association's ability to invest directly back in to the game through meaningful commercial partnerships.

Strengthen our game across the County

Ultimately, the game relies on thousands of volunteers and players across the county, and central to inspiring lifelong relations is the ability to support, reward, recognise and champion their involvement in the game.





The opportunity & Role Purpose

We are now seeking an Independent Non-Executive Director with a specialism in Commercial activity and marketing/communication to join our Board and help us drive forward our vision and ambitions

Berks & Bucks FA are inviting applications to join the Board of Directors. We are looking for individuals with skills and experience in Commercial development who have a passion for making a difference to people's lives using football as the medium.

The successful candidate will be responsible for identifying and reviewing partnership to maximise Commercial opportunities across the Association. While working with members of staff and consultants, the role will also be instrumental in advising on a new strategic commercial direction for the Association.

Role Purpose

Collectively, the Board of Directors of Berks & Bucks FA Ltd are required to direct the business affairs of the Association and to determine the vision, strategy, plans, policies and financial investment required to achieve the Association's ambitions. As such, individually and collectively, the

Role Purpose.....continued

The Commercial Director will be responsible for the development and supervision of the Commercial and Sponsorship agreements in respect to the Berks & Bucks FA

The individual will also be contributing to the overall company strategy and policy making by advising the board on how to maximise commercial opportunities for the good of football and the Association.

Location

The role is remote with some attendance in-person at the County Office in Abingdon (OX14 1SG) for board meetings as required. Preference will be given to those who are located in the County or willing to commute.

Estimated Time Commitment

The role requires attendance at monthly board meetings and working groups as required. It is anticipated that the role will need a commitment of 1.5 days a month.

Remuneration and Expenses

Reasonable expenses will be paid for County FA related business, in line with our expenses policy.

Travel and accommodation to FA events where the FA has agreed to reimburse the County FA will be paid in line with the expenses policy.



Responsibilities & Person Specification.

Responsibilities

Commercial:

- To work with the CEO and the board to maximise commercial opportunities across the association by:
 - Identifying partnership & Sponsorship opportunities
 - Ensuring consistent branding and marketing
 - Reviewing partnership and sponsorship agreements and contracts
 - Supporting the promotion of Berks & Bucks FA events and activities
- Ensuring communication and opportunities are inclusive to all.
- To work with members of staff and external consultants, as appropriate to set the strategic commercial direction for Berks & Bucks FA.
- To lead the Marketing & Communications working group reporting back recommendations and findings to the Board of Directors.

Governance:

- 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.
- Ensure the effective implementation of Board decisions by the CEO and staff, holding the CEO to account for the effective management and delivery of the Association's Strategic aims and objectives.
- Set challenging objectives for continuously improved performance
- Oversee the management of risk to the Association, including matters of Health & Safety.
- Develop and maintain an effective corporate governance structure
- Promote equality of opportunity throughout the Association.
- Fully participate in Board induction, training & development.
- Perform other responsibilities assigned by the Board.

Person specification

Skills Knowledge & Experience

- Able to demonstrate a significant, relevant experience and proven success in commercial roles.
- Have strong knowledge and experience of marketing and communication.
- Possess strong negotiating skills.
- Chairing skills, encouraging others to express their views in a safe environment.
- Have a sound understanding of the volunteer/professional relationship and how this can best work to support the work of the association.
- Has an understanding and a commitment to equality in action.
- Have experience and understanding of grassroots sport and not-for-profit organisations.
- Able to demonstrate strategic leadership & Management skills. With the ability to develop and monitor organisational strategy.
- Ability to make appropriate use of knowledge and experience to make informed decisions for the benefit of grassroots football and the organisation.
- Have the ability to debate, discuss and challenge in a constructive manner.



Behaviours

The role holder will be expected to understand and work with the behaviours described below

FA Value	Behaviours
PROACTIVE	Embraces new thinking in pursuit of continuous improvement <ul style="list-style-type: none"> Identifies the need for, and actions change in direction, practice, policy or procedure Questions the way things are done and takes informed risks Continuously seeks to improve efficiency and performance
RESPECTFUL	Sets the standards for respectful behaviour across the game <ul style="list-style-type: none"> Maintains people's self-esteem when interacting with them Avoids pre-judgement when listening to suggestions from others Seizes the opportunity to apply FA standards at all times
INCLUSIVE	Champions and ensures that football is, and will remain, a game for everyone <ul style="list-style-type: none"> Openly collaborates with colleagues and partners in the game Provides equal opportunity to people of different backgrounds, experience and perspective Seeks out and embraces new ways of thinking and working
TRUSTED	Tenacious and accountable. Serving the whole game and doing the right thing <ul style="list-style-type: none"> Works relentlessly to overcome roadblocks or obstacles to achieve the goal Remains focused on seeing agreed goals through to completion taking pride in their work Maintains motivation for their team and themselves
INSPIRED	The very best outcome achieved by sustained excellence in performance <ul style="list-style-type: none"> Seeks to achieve the highest levels of performance at all times Can be persistent to achieve a standard that others consider impossible Challenges others to go further and achieve more



How to apply

Perrett Laver, the appointed advisers of Berks & Bucks FA, are conducting an executive search exercise alongside the public advertisement for this role. Applications should consist of a **full curriculum vitae** detailing career and achievements, as well as a **covering letter** addressing the role description and person specifications.

Applications should consist of a full curriculum vitae detailing career and achievements, as well as a covering letter addressing the role description and person specifications. Applications should be uploaded via <https://candidates.perrettlaver.com/vacancies/> quoting the reference **5390**.

The closing date is 09.00 a.m. **GMT on Monday 29th November 2021**.

We are an equal opportunity employer and positively encourage applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion and belief.

Protecting your personal data is of the utmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by us or our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with are securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

As defined under the General Data Protection Regulation (GDPR) Perrett Laver is a Data Controller and a Data Processor, and our legal basis for processing your personal data is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website www.perrettlaver.com/information/privacy.