



Berks & Bucks FA

Non-Executive Commercial & Partnerships Director

Role Profile – initial 3-year term

Role Title	Non-Executive Commercial & Partnerships Director
Reports to	Chair of the Board of Directors

Role Purpose	
<ul style="list-style-type: none">○ 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 and strategy, plans, policies and financial investment required to achieve the Association's aims. As such, individually and collectively, the Directors accountable to the Membership.○ To develop & oversee commercial and sponsorship agreements in respect to Berks & Bucks FA○ To contribute to the overall company strategy and policy making by advising the board on maximising of commercial opportunities.	
Direct Reports	N/A

Location	The Post will work remotely at the discretion of the post holder. The post holder will be required to attend meeting and work from the office as and when agreed
Estimated time commitment to fulfil the role	The role requires a commitment to attend Monthly Board meetings and working groups as required. It is anticipated that the role will require attendance of meeting equating to 5 hours per month.
Remuneration or Expenses	<p>Reasonable Expenses will be paid for County FA related business, in line with the current Expenses Policy of Berks & Bucks FA</p> <p>Travel and accommodation to FA events where The FA has agreed to reimburse County FA Expenses will be paid in line with the current County FA Expense Policy issued by The FA.</p>

Responsibilities	
Commercial – Role specific	
<ul style="list-style-type: none">• To work with the CEO and the board to maximise commercial opportunities across the Association by<ul style="list-style-type: none">○ Identifying partnership and sponsorship opportunities○ Ensuring consistent branding and marketing○ Reviewing partnership and sponsorship agreements and contracts○ Supporting the promotion of Berks & Bucks FA events and activities.• To work with members of staff and external consultants, as appropriate to set the strategic commercial direction for Berks & Bucks FA.	

Governance – General Requirements of a Director

- 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 and Safety.
- Develop and maintain an effective corporate governance structure.
- Monitor the financial affairs of the Association through reports provided by the Finance Director and to ensure the effective use of financial and other resources.
- Actively Contribute to constructive debate and discussions on all Board matters.
- Promote equality of opportunity throughout the Association.
- Fully participate in Board induction, training or development and performance monitoring.
- Perform other responsibilities as assigned by the Board.

Person Specification

Skills, Knowledge & Qualifications

Essential

- Significant, relevant experience and proven success in commercial roles
- Strong knowledge and experience of marketing and communication
- Strong negotiation skills
- 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 commitment to equality in action
- Interest in grassroots sport and knowledge and understanding of not for profit organisations.
- 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.

Desirable

- A business or marketing qualification
- An understanding of The FA Grassroots Football Strategy and how this affects the work of the County Football Associations.

<ul style="list-style-type: none"> ○ 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. 	
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Enhanced DBS Check required?	NO
Clean full driving licence?	NO

The Role Holder will be expected to understand and work in accordance with the values and 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

Role Profile agreed by the Board of Berks & Bucks FA and signed on behalf of the Board by the CEO:	Name	Signature
	Liz Verrall	
Date Role Profile agreed by the Board:	30/4/2021	
Role Profile signed by role holder:	Name	Signature
Date Role Profile signed by role holder:		