**Berks & Bucks Football Association Limited**

**Role Profile for the Commercial Director**

The Commercial Director is responsible for overseeing all Commercial & Sponsorship agreements in respect of Berks & Bucks FA and is accountable to the Board of Trustees through the Chair.

They will be required to contribute to overall company strategy and policy making by advising the Board on the best ways to maximise the commercial opportunities of their decisions.

The Commercial Director is required to:

* Attend Board meetings as and when required. Meetings are normally held at the County Office
* Attend other meetings of the Association as required
* Be available to meet with the CEO and/or relevant staff on a regular basis

The role of the Commercial Director includes the following responsibilities:

* To serve as a Director of the Company and to actively participate in its strategic management
* To execute the responsibilities of an incorporated Company in accordance with the Companies Act (2006)
* To safeguard the interests of the Membership and stakeholders of the Association
* To establish clear objectives to deliver the agreed strategy and business plan and regularly review performance against those objectives
* To oversee the management of risk to the Association, including matters of Health and Safety
* To 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
* To promote equality of opportunity throughout the Association
* To fully participate in Board induction, training or development and performance monitoring
* To act as an ambassador and represent the Association at internal and external meetings and functions as required
* To work with the Communications Officer & CEO and where appropriate, Board and Committees, to maximise commercial opportunities across the organisation by:
  + Ensuring consistent branding and marketing.
  + Identifying partnership and sponsorship opportunities
  + Reviewing Partnership & sponsorship agreements/contracts
  + Supporting the promotion of County FA events
* To perform other responsibilities as assigned by the Board

**In order to perform the role, the Commercial Director will need the following skills, knowledge and 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
* An understanding of The FA National Game Strategy and how this affects the work of the County Football Associations
* 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 inclusion and actively practice this in decision making.
* Knowledge of the Association’s responsibilities for safeguarding and protecting children, young people and adults at risk in football.
* An understanding of Corporate Governance
* Access to and ability to use email and the internet
* Strategic leadership and management skills. The ability to develop and monitor organisational strategy
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* An ability to understand financial accounts, management accounts and budgeting
* An understanding of The FA National Game Strategy and how this affects the work of the County Football Associations
* 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
* Knowledge of the Association’s responsibilities for safeguarding and protecting children, young people and adults at risk in football.
* An understanding of Corporate Governance
* Access to and ability to use email and the internet

**In addition to these competencies, the following attributes are specific to the role of the Commercial Director:**

* A good working knowledge and understanding of marketing and branding guidelines
* The ability to develop, monitor and manage sponsorship agreements / supplier contracts
* Knowledge of a wide range of funding opportunities
* Project / event management experience

**The following skills, knowledge and experience are desirable:**

* Previous experience in a commercial role
* Understanding of marketing and communications
* Knowledge and understanding of grassroots football and related activities