



# Cambridgeshire FA Director Application Pack

## Commercial Director

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#### 1. The role

Cambridgeshire Football Association 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 developing grassroots football in Cambridgeshire.

These are exciting times for Cambridgeshire FA. We now need additional specialist expertise in attracting new commercial partners, developing innovative marketing campaigns, securing new sponsorship and advertising income, and creating fresh, diversified revenue streams.

As an independent director you will be expected to attend board meetings around five times per year and to collaborate with board directors and other stakeholders in the strategic development of the organisation.

You will be accountable for overseeing all commercial and sponsorship agreements in respect of the CFA. You will also contribute to overall company strategy and policy making by advising the board on the best ways to maximise commercial opportunities.

#### What can we offer?

- An exciting opportunity to be part of a forward-thinking progressing organisation.
- To work with key stakeholders within grassroots and the professional game.
- Access and commitment to personal development and training opportunities.

#### 2. About Cambridgeshire FA

Cambridgeshire FA is the not-for-profit, governing body of football in Cambridgeshire. We grow participation, promote diversity and regulate the sport for everyone to enjoy.

Around 200 clubs, 6 leagues, 1000 teams, 375 referees, 2300 coaches and thousands more volunteers enable over 20,000 players of all ages and abilities to play football in Cambridgeshire. Our role is to govern, develop and innovate the game in a manner that is inclusive and supportive of our predominantly volunteer workforce. Cambridgeshire FA is proud to support football for all.

### 3. Being a board director

The board of directors of Cambridgeshire FA 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.

Board meetings usually last around one to two hours and are held at Cambridgeshire FA headquarters in Impington, Cambridgeshire, or over Microsoft Teams.

For more information about our board and staff please visit our website:

<http://www.cambridgeshirefa.com/about/board-and-staff>

Expenses are paid in line with the current CFA expenses policy and remuneration for this role is on negotiation with the successful candidate.

### 4. Role description

<b>Role title</b>	Independent Commercial Director	
<b>Reports to</b>	CFA Chair	
<b>Role purpose</b>		
Collectively, the Board of Directors of Cambridgeshire Football Association 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 are accountable to the membership.		
The Commercial Director is responsible for overseeing all commercial and sponsorship agreements in respect of the CFA. They will be required to contribute to overall company strategy and policy making by advising the board on the best ways to maximise commercial opportunities.		
<b>Direct reports</b>	N/A	
<b>Remuneration</b>	On negotiation with successful candidate with expenses paid as per CFA Policy.	
<b>Location</b>	Cambridgeshire FA HQ/home-based	
<b>Estimated time commitment to fulfil the role</b>	The post requires a commitment to attend five board meetings a year and engage in regular correspondence with board members, the CEO and stakeholders as necessary. Meetings are normally held on a Monday or Thursday at Cambridgeshire FA HQ or over Microsoft Teams and normally last in the region of 1-2 hours.	

## Responsibilities

- To work with the CEO and board to maximise commercial opportunities across the CFA by:
  - Identifying partnership and sponsorship opportunities
  - Ensuring consistent branding and marketing
  - Reviewing partnership and sponsorship agreements or contracts
  - Supporting the promotion of County FA events and activities
- To serve as a director of the company and to actively participate in its strategic management.
- To execute the responsibilities of a company director in accordance with the Companies Act (2006) and other relevant legislation.
- 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 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.
- To set challenging objectives for continuously improved performance.
- To oversee the management of risk to the association, including matters of health and safety.
- To develop and maintain an effective corporate governance structure.
- 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 contribute to constructive debate on all board matters.
- An understanding of and commitment to inclusion and actively practice this in decision making.
- Knowledge of the CFA's responsibilities for safeguarding and protecting children, young people and adults at risk in football.
- To fully participate in board induction, training or development and performance monitoring.
- To perform other responsibilities as assigned by the board.

## Person Specification

### Skills

#### Essential

- Significant relevant experience in successful commercial roles
- The ability to develop, monitor and manage sponsorship agreements and supplier contracts.
- 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.

#### Desirable

- Project and event management experience

<ul style="list-style-type: none"> <li>• The ability to debate, discuss and challenge in a constructive manner.</li> <li>• Excellent interpersonal skills. The ability to form strong, productive relationships both internally and externally to the benefit of the Association.</li> <li>• An ability to understand financial accounts, management accounts and budgeting.</li> <li>• Access to and ability to use, email and the internet.</li> </ul>	
<b>Knowledge</b>	
<p><b>Essential</b></p> <ul style="list-style-type: none"> <li>• Clear understanding of successful marketing and communications.</li> <li>• Access to and detailed knowledge of wide range of funding opportunities.</li> <li>• An understanding of The FA National Game Strategy and how this affects the work of the County Football Association.</li> <li>• A sound understanding of the volunteer/professional relationship and how this can best work to support the work of the association.</li> <li>• An understanding of and a commitment to equality in action.</li> <li>• Knowledge, understanding and interest in grassroots sport, particularly football, and other related activities.</li> </ul>	<p><b>Desirable</b></p> <ul style="list-style-type: none"> <li>• A good working knowledge and understanding of marketing and branding guidelines.</li> </ul>
<b>Enhanced CRC Check Required?</b>	Yes
<b>Check Companies House Disqualified Directors Register?</b>	Yes
<b>Clean Full Driving Licence?</b>	No
<b>The role holder will be expected to understand and work in accordance with the values and behaviours described below.</b>	
<b>CFA Value</b>	<b>Behaviours</b>
Passion	Positive attitude, inspiring others, exuding excitement, body language.
Service	Communication, transparency, added value, owning up to mistakes, respect, listening, responsiveness.
Excellence	Attention to detail, high quality product/service, consistency, commitment, work ethic.

Collaboration	Fostering cohesion, encouraging innovation, setting expectations/goals, effective meetings, sharing ideas.
Professional	Consideration and respect for others, loyalty, honouring of commitments, punctuality, communication, avoidance of gossip.
Friendly	Manners, respect, active listening, body language, making connections.

## 5. How to apply

To apply for this key role please email your CV and covering letter to: [joanne.bull@cambridgeshirefa.com](mailto:joanne.bull@cambridgeshirefa.com) explaining why you want the role, what commercial opportunities you could deliver, and why your experience and expertise makes you the ideal candidate.

Closing date: 30<sup>th</sup> September 2020

## 6. Selection process

Shortlisted applicants will be contacted by 9<sup>th</sup> October to arrange a mutually convenient interview time.

If required, second interviews may be held in order to determine the most suitable candidate for the role.

The CFA is committed to safeguarding children, young people and adults at risk.

All eligible roles are subject to a DBS check. As an equal opportunities employer, the CFA welcome applications from all parts of the community

Many thanks for your interest in this role. If you have any questions please contact Joanne Bull, Chief Executive and Company Secretary, by email at [joanne.bull@cambridgeshirefa.com](mailto:joanne.bull@cambridgeshirefa.com)