



ENGLAND
FOOTBALL

CUMBERLAND FA

VOLUNTEER RECRUITMENT PACK

**NON-EXECUTIVE DIRECTOR –
COMMERCIAL DIRECTOR**



**WORKING TOGETHER TO MAKE A DIFFERENCE
THROUGH THE GAME WE LOVE**



Introduction from the Chair

On behalf of the Board of Directors, Staff, Member Clubs and all volunteers of all at the Cumberland Football Association Limited, welcome to this application brochure as we look to recruit new, vibrant and exciting individuals to join the team at Cumberland FA.

Having joined the County FA myself in January 2019, I have seen first-hand the passion of the board, its staff and more importantly, our member clubs and their volunteers to ensure that football within Cumbria is growing across all our participants, regardless of age, ability, sex, sexual orientation, race, religion and socio-economic status.

We are looking for individuals who share our passion. Whilst our business, and indeed passion, is football, football is our business, and this can never be forgotten.

However, we are mindful that as long as individuals share our commitment to our core values, we welcome a fresh perspective and innovative ideas to our existing team.

Within this recruitment pack, you will find detailed information about the Cumberland Football Association Limited, our next four-year strategy along with the specific responsibilities and expectations associated with the role that we are looking for.

Thank you for taking the time to consider the application, and on behalf of all at the Cumberland Football Association Limited, we look forward to hearing from you in due course.

Yours faithfully,

Adam Pattison, Chair, Cumberland Football Association

Our County FA

Cumberland FA was founded in 1884 as an agent of The FA with a remit to act as the governing body for football within the historic and rural County of Cumberland. We are classified as a small county based mainly upon our population and more recently our market share of the grassroots game nationally. However, this does mean that we have opportunities to really focus upon and develop core values and a service culture that we hope is personalised, competent, convenient, and proactive.

We are a Small Team with Football in our Hearts – we believe our Directors, Staff and Volunteers are passionate, knowledgeable, dedicated, and empathetic. All deeply care about the grassroots game.

The CFA underwent major changes to our governance structure in 2011. This allowed the Board to have overall responsibility for the CFA.

As an organisation whilst our priority is to be Fit for Football, we understand that we also must be Fit for the Future. The County is therefore currently working through changes to its Board and Committee Structure to ensure that they are compliant with The FA Code of Governance for Football, which will see a greater number of independent Directors upon the CFA Board.

We see it as Your Game – and we are Your County FA. This means that we need to be a dynamic and transparent organisation, with an inclusive structure that encourages pride in belonging to the County.

Our Purpose

Working together to make a difference through the game we love – by increasing participation, regulating the game, and promoting safe, inclusive football.

Our Values

Connecting with our members in an approachable and flexible manner to suit our grassroots community

Supporting our members in an honest, equal and fair way

Developing grassroots football in the County, promoting safeguarding, respect and equality in everything we do

How we work

All of the above values have customer excellence and engagement at their core.

We are proud of Cumberland FA but understand that the game will always be more important to us, than we are to the game.

We serve the game and so need to be customer centric and open to feedback, to help us continuously evolve and improve our service performance.





Our Grassroots Football Strategy

Over the course of the next strategic cycle, The FA, and County FA both recognise that we are going to have to work collaboratively, if we really wish to tackle the biggest problems our game faces.

Following consultation with the grassroots game, The FA have identified 8 priority areas which, their research suggests, the game wants us to focus upon.

A single strategic framework for grassroots football has therefore been created by The FA to ensure that we work in a collective direction.

Working on the same principles should not only allow for greater collaboration, better use of resources and ensure greater value for money, but it is also hoped that this will also ensure that we can have a greater impact to benefit the grassroots game.

Whilst we agree that a single framework makes sense and would be of benefit to grassroots football, we must also make use of the undeniable understanding and connection to the needs of local communities that we, as a County FA have, and ensure that these strategic priorities and drivers, are right for a small, rural county like ours.

We have therefore used the knowledge, insight and experience we have available to us, to consider how the objectives within this framework can be best used to develop the game within Cumberland.

This included only adopting objectives that are relevant to our local needs and at times devising specialised local interventions, based on our resource and our local priorities, to best meet the interests of the game in Cumberland.

THE GRASSROOTS STRATEGY FRAMEWORK

INSPIRING POSITIVE CHANGE THROUGH FOOTBALL

OUR PURPOSE: Working Together to make a difference through the game we love
– by increasing participation, regulating the game, and promoting safe, inclusive football.

STRATEGIC PRIORITIES					
	Improve Playing Choice & Opportunities	Deliver Equal Opportunities to Play	Build More & Improve Existing Facilities	Tackle Poor Behaviour	Develop & Valued Network of Volunteers, Coaches & Referees

STRATEGIC DRIVERS	Support Thriving Community Clubs
	Connect & Serve Participants
	Progress The Game's Governance

For information on our Grassroots Football Strategy please [click here](#).



Inclusion - TACKLING INEQUALITIES ACROSS CUMBERLAND

Cumbria is one of the country's most ethnically homogeneous counties. This may lead some to presume that this is not a priority area of work for us. We would argue differently and say that this is exactly why we must do more to promote inclusion within the game.

To achieve this it is imperative that Cumberland FA must first diversify ourselves as an organisation and look to develop and embed inclusion across our programmes, as we know that by setting the standards in what we do and the way we do it we can inspire positive change and also allow the power of football to bring people together, eradicate social barriers and be a force for good across the local community.

Whilst we are committed to allocating the time, energy and leadership required to make progress, we must also be realistic in our approach to this area of work, considering our size, our resources (human, financial and time), and most importantly our demographics as a County. We therefore need to ensure that we drive our own ED&I agenda, in line with local data and the games needs locally.

We have therefore created a new ED&I Strategy and Diversity and Inclusion Action Plan, which can be found [here](#).

Cumberland FA is committed to achieving equality and fairness in employment and service delivery and we welcome applications from all sections of the community

Therefore, if you have any requirements in respect of the recruitment or interview process, please highlight this in your application or contact the Chief Executive Officer who will be happy to offer support.

Safeguarding - OUR NUMBER ONE - BEHIND EVERYTHING WE DO

Cumberland FA has safeguarding central and fundamental to everything that we do, and we are committed to ensuring all necessary steps are taken to protect from harm children and young people (CYP) and Adults at Risk (AAR) who participate in grassroots football.

Our overall aim is to:

- Implement preventative safeguarding measures and create fun, safe football environments;
- Make the reporting of concerns as easy as possible; and
- Ensure safeguarding and child protection concerns are investigated swiftly and thoroughly in conjunction with statutory agencies, The FA and other organisations as appropriate.

Everyone involved in football needs to understand the individual and collective responsibility they undertake when working with CYP and AAR.

It is therefore a prerequisite that all CFA Staff and Volunteers read and sign the Cumberland FA Safeguarding Code of Conduct, and any successful applicants will be expected to undertake any role specific safeguarding education or training required by the CFA and/or The FA.

If a role involves direct access to young people under the age of 18, within the context of the job and any subsequent related activities or responsibilities, the successful candidate will undergo a thorough screening process that will include an enhanced level Disclosure and Barring Service check to ensure their suitability for the role.

For further information on our work within Safeguarding please [click here](#)



About The Role

The Cumberland Football Association is looking to appoint a non-executive Director who will act as the Commercial Director.

The Commercial Director will lead the development and execution of income generation strategies, focusing on securing funding and diversifying revenue streams while aligning to the Cumberland FA's (CFA) goal to make a difference to grassroots football within the county

Role Purpose

- To oversee all commercial and sponsorship agreements
- Develop and implement a comprehensive commercial strategy, including short- and long-term policies, to drive revenue growth



Role Description and Person Specification

Role Title	Commercial Director
Reports to	Chair of the Board of Directors

Location	Mainly home based with meetings being held at Cumberland FA Offices, Units 3 & 4 Tithe House, Stations Street, Cockermouth, CA 13 9PZ, and on occasions at various other location, both locally and nationally, including Wembley and St Georges Park (including overnight stays).
Expected Hours	<p>The role requires a commitment to attend a minimum of 6 Board meetings a year</p> <p>Meetings are normally held evenings and normally last in the region of 2 hours using a hybrid approach of both face to face and online meeting formats.</p> <p>The Director may also be required, on occasions, to attend other ad hoc events held within the County and Nationally at such venues such as Wembley and St Georges Park.</p>
Role Type	<p>This is a voluntary role which is not accompanied by any financial remuneration.</p> <p>County FA Expenses will be paid in line with the current Expense Policy of Cumberland Football Association.</p> <p>Travel and accommodation to FA events, where The FA has agreed to reimburse County FA Expense, will be paid in line with the current County FA Expense Policy issued by the FA.</p>

Responsibilities
<p>Generic</p> <ul style="list-style-type: none"> 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. Collectively, the Board of Directors of Cumberland is 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 Ongoing involvement in the planning and delivery of the CFA Business Strategy and Operational Plan. To ensure the effective implementation of Board decisions by the Chief Executive and the staff, providing a supportive role in helping achieve the strategic aims and objectives of the

business.

- To jointly oversee the management of risk to the Association.
- To develop and maintain an effective corporate governance structure.
- To monitor the financial affairs of the Association and ensure the effective use of CFA finances.
- To promote equality of opportunity and a football for all ethos in a safe sporting environment.
- To represent the Association to partners and stakeholders of the Association in a professional manner.
- To act with discretion in respect of sensitive, confidential or commercial information provided to you in this role.
- To support Cumberland FA in embedding culture, diversity and inclusion throughout the organization
- To be an active board member, providing strategic oversight and to constructively challenge and review decisions of Cumberland FA are within the best interests of the game
- Perform other responsibilities and duties as assigned by the CFA Board.

Strategic Planning & Execution

- Identify new market opportunities and areas for growth, expansion and areas for growth, expansion, and diversification
- Develop and implement commercial strategies aligned with CFA objectives and goals
- Conduct Market Research and analysis to identify opportunities and threats

Team Leadership

- Collaborate with the CEO to ensure the commercial strategy aligns with the CFAs Grassroots Football Strategy and Financial Objectives
- Support staff and volunteers involved in the CFA with bid writing, and fundraising activities
- Motivate and inspire staff to achieve commercial goals

Profitability & Revenue Generation

- Focus on maximizing opportunities for profit and generating revenue
- Monitor and evaluate the impact of any commercial activities, providing regular reports to the Board of Directors

Partnerships

- Identify, secure, build and maintain relationships with new funding partners

Person Specification	
Qualifications	
Essential <ul style="list-style-type: none"> • There is no direct requirement for a qualification. 	Desirable <ul style="list-style-type: none"> • A relevant business-related degree in business administration, marketing, sales or a related field
Skills	
Essential <ul style="list-style-type: none"> • Networking and Relationship Building • Excellent Communication and stakeholder management abilities • Decision Making skills • The ability to debate, discuss and challenge in a constructive manner • Excellent interpersonal skills • Access to and ability to use email and modern technology • Ability to communicate effectively and confidently, both in written form and verbally. • Ability to manage multiple tasks and projects effectively, meet deadlines, and work independently • The ability to adapt to changing circumstances and priorities • Capacity to handle confidential information sensitively. • Work as part of a team. • Ability to work in a professional manner as a representative of the Association. • Ability to review and analyze data to assist in making informed decisions. 	Desirable <ul style="list-style-type: none"> • A passion for business and volunteering • Proven Leadership and Strategic Planning Skills • Ability to understand financial accounts, management accounts and budgeting • Good presentation skills.
Knowledge and Experience	
Essential <ul style="list-style-type: none"> • Commercial Acumen. • An active network of relevant contacts within local business and sports communities. • Ability to meet and work outside of normal working hours. • An understanding of, and a commitment to, equality in action • Positive attitude to the requirements of the role. • Possess or show willingness to have an understanding of grassroots football 	Desirable <ul style="list-style-type: none"> • Proven experience in a senior leadership role, preferably as a commercial director • Experience of securing investment from multiple sources. • Experience in developing and implementing commercial strategies • Experience of strategy planning/consultation • Experience as a Director • Experience in fundraising and/or grant writing • Experience in marketing • Interest in grassroots sports • Interest or experience in football.
Enhanced DBS Check Required	No
Full Driving Licence	No
Check Companies House Disqualified Directors Register	Yes



How to Apply

The closing Date for applications is **5pm on Tuesday 20th of May 2025**

Interviews will be held from **2nd June 2025** with representatives from Cumberland FA and potentially other partners, including The FA.

For an informal discussion about Cumberland FA or the role, please contact:

CEO, Ben Snowdon on:

Email: Ben.Snowdon@CumberlandFA.com

Telephone: 01900 511 800 (option 1)

To apply for the role, please contact:

Ben Snowdon to request an application pack

Please reference the role title you wish to apply for within the subject title of the email.

Selection Process

Complete the Application Form

Submit your application form to Ben.Snowdon@CumberlandFA.com no later than **5pm on Tuesday 20th of May 2025** Please note that no applications will be accepted after this time.

We invite you to complete the online and anonymous Equality and Diversity Monitoring Form [HERE](#). Please note this is on a voluntary basis.

Shortlisted applicants will be contacted by **5pm on Tuesday 27th May 2025** to arrange a mutually convenient interview time.

If not informed by this date, candidates must assume that they have not been short listed for interview and will therefore not be notified in writing.

If required, follow up interviews may be held to determine the most suitable candidate for the role. Again, if this is required, applicants would be contacted to arrange a mutually convenient interview time.

The organisation will provide appropriate additional work facilities for disabled applicants.

Cumberland FA is committed to equality of opportunity and welcome applications from all sections of the community.