



## **Independent Non-Executive Director (Commercial) Role Profile**

### **Voluntary Role with agreed reasonable travel expenses only**

The Hertfordshire FA mission is to inspire positive change through football by uniting communities, creating opportunities and improving health and wellbeing in Hertfordshire.

Over 50,000 players, 456 clubs, 3,470 teams and thousands more volunteers of all ages help the Hertfordshire FA enable the grassroots game to flourish and grow.

We are proud to be developing football in Hertfordshire providing equal opportunities for all to get involved in the game – in whatever role they choose.

Our role is to increase participation, promote diversity and regulate the game for everyone to enjoy. In doing so, we aim to govern, develop and innovate football within our county in a manner that is transparent, inclusive and supportive of our predominantly volunteer community.

These are exciting times for the Hertfordshire FA. We now need additional specialist expertise in attracting new commercial partners; developing innovative marketing campaigns; securing new sponsorship and advertising income; and diversifying funding and identifying new opportunities.

As part of our commitment to develop and diversify the Hertfordshire FA Board we are now looking for a Independent Non-Executive Director (Commercial) to join the Board as funding is key to our ambitions.

### **Role Profile**

The Director is responsible for supporting the Executive in all commercial and sponsorship agreements in respect of the Hertfordshire FA and is accountable to the Board.

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 role is required to support in the following:

- Attend Board meetings as and when required. Board meetings are normally held during evenings on a bi-monthly basis at the County FA offices at County Ground, Baldock Road, Letchworth, SG6 2EN.
- Attend other meetings of the Hertfordshire FA as required.
- Be available to meet with the CEO and/or relevant staff.
- A sound understanding of volunteer/professional relationships and how they can best work to support the work of the Hertfordshire FA.
- An understanding of and commitment to inclusion and actively practice this in decision making.
- Knowledge of the Hertfordshire FA responsibilities for safeguarding and protecting children, young people and adults at risk in football.

**The role includes the following responsibilities:**

- To serve as a Independent Director of the Company and to actively support in its strategic and financial management.
- To act as an ambassador and represent the Hertfordshire FA at internal and external meetings and functions as required.
- To work with the CEO and where appropriate, Board and Focus Groups, to maximise commercial opportunities across the Hertfordshire FA by:
  - ✓ Identifying partnership and sponsorship opportunities.
  - ✓ Ensuring consistent branding and marketing.
  - ✓ Reviewing partnership and sponsorship agreements or contracts.
  - ✓ Supporting the promotion of HFA events.
  - ✓ Performing any other responsibilities as agreed by the Board.

**Person specification**

To successfully deliver the role, the individual will require the following:

- Strategic leadership and management skills with the ability to support organisational strategy.
- Decision-making skills with 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.
- A natural networker with the ability to form strong, productive relationships both internally and externally to the benefit of the Hertfordshire FA.
- An ability to understand financial accounts, management accounts and budgeting.
- An understanding of volunteer/professional relationships and how they support the operational plan of Hertfordshire FA.
- An understanding of Hertfordshire FA's Diversity & Inclusion Action Plan (DIAP).
- An understanding of Hertfordshire FA responsibilities for Safeguarding 365 and protecting children, young people and adults at risk in football.
- An understanding of Corporate Governance in sport.

*Only candidates that have the right to work in the United Kingdom and are permitted to carry out the duties to act as a Director in accordance with the Companies Act 2006 shall be permitted to apply and will be considered.*