**PR & Marketing**

**Description and Person Specification**

|  |  |
| --- | --- |
| **Role title** | Independent Non-Executive Director (PR & Marketing) |
| **Reports to** | Chair of the board of directors |
| **Renumeration** | This is a voluntary position; an honorarium will be paid alongside meeting expenses. |

|  |  |
| --- | --- |
| **Role purpose(s)** | |
| * To support the public relations function of the Kent FA developing relationships with MPs, local government leaders to promote the work of the Kent FA. * To support the marketing and communication processes of the Kent FA to review all investment opportunities and enhance the brand of the Kent FA * To maximise the commercial and sponsorship opportunities for the benefit of Kent FA. * To support Kent FA senior leadership in embedding culture, diversity and inclusion throughout the organisation * To be an active board member, providing strategic oversight and to constructively challenge and review the Kent FA strategic plan. | |
| **Direct reports** | N/A |

|  |  |
| --- | --- |
| **Time commitment** | Monthly board meetings, additional meetings and support to senior management team.  Approximately 8 hours per month. |

|  |
| --- |
| **Director key accountabilities** |
| * 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. * Constructively check, challenge, review and support the development of the Kent FA’s strategy and performance against objectives * Monitor, review and evaluate organisational performance against agreed objectives * Ensure efficient and effective corporate governance * Contribute to constructive debate on all board matters. * Promote equality of opportunity throughout the association. * Oversee the management of risk to the association, including matters of health and safety. * Monitor the financial affairs of the association to ensure the effective use of financial and other resources. * Review and approve annual operating and capital expenditure budgets * Ensure appropriate levels of resources to deliver the strategy * Use expertise, time and connections to support staff * Be a positive ambassador for football in Kent, representing the Kent FA * Act in the best interests of football in Kent and continually seek to improve the football experience for all * Perform other responsibilities as assigned by the board. |

|  |  |
| --- | --- |
| **Essential Qualifications and Experience:** | |
| **Essential**   * Digital, marketing & communications qualifications or extensive sector experience. | **Desirable**   * Senior management 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 * Access to and ability to use, email and the internet * 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 a commitment to equality in action * interest in grassroots sport and knowledge & understanding of not for profit organisations. | * An understanding of The FA’s National Game Strategy and how the Kent FA business plan support its delivery. |
| **Enhanced DBS Check required?** | NO |
| **Check required on Companies House disqualified directors’ register?** | YES |

|  |  |
| --- | --- |
| **The role holder will be expected to understand and work in accordance with the values and behaviours described below** | |
| **Kent FA value** | **Behaviours** |
| INNOVATIVE | **Embraces new and creative thinking in pursuit of continuous improvement:**   * Identifies new and different ways to overcome problems, thinking creatively to develop solutions. * Continuously seeks to improve efficiency and performance. |
| SUPPORTIVE | **Fosters a supportive culture:**   * Maintains people’s self-esteem when interacting with them. * Avoids pre-judgement when listening to suggestions from others. * Always seizes the opportunity to apply FA standards. |
| INCLUSIVE | **Champions and ensures that football is, and will remain, a game for *everyone:***   * 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. |
| REFLECTIVE | **Ensures that the whole game is represented across the business:**   * Remains focused on ensuring that all stakeholders are fully represented and all known obstacles to inclusion are challenged and tackled. |
| EXCELLENT | **The very best outcome achieved by sustained excellence in performance:**   * Always seeks to achieve the highest levels of performance. * Persistent to achieve a standard that others consider impossible. * Challenges others to go further and achieve more. |

|  |  |
| --- | --- |
| **Role description reviewed and modified by:** | Denise Richmond |
| **Date role description reviewed and modified:** | 11th December 2020 |
| **Role description authorisedby:** | Denise Richmond, Kent FA Chair. |

|  |  |
| --- | --- |
| **Signed by role holder (on appointment):** |  |
| **Date signed:** |  |