**PR & Marketing**

**Description and Person Specification**

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| **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. |

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| **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.
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| **Direct reports** | N/A |

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

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| **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.
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| **Essential Qualifications and Experience:** |
| **Essential** * Digital, marketing & communications qualifications or extensive sector experience.
 | **Desirable** * Senior management experience
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| * 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.
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| **Enhanced DBS Check required?** | NO |
| **Check required on Companies House disqualified directors’ register?** | YES |

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| **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.
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| 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.
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| 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.
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| 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.
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| 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.
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| **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. |

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