



**ENGLAND  
FOOTBALL**

# ***LEICESTERSHIRE & RUTLAND COUNTY FA***

**COMMERCIAL AND PARTNERSHIPS LEAD  
APPLICATION PACK**

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## ABOUT LEICESTERSHIRE & RUTLAND COUNTY FA

LRCFA is the governing body for football in Leicestershire & Rutland. We are responsible for leading and serving the game at amateur level, a sector widely referred to as 'Grassroots' football.

LRCFA is committed to making the game of football as safe and enjoyable as possible for all those involved.

LRCFA works closely with The FA, the game's Governing Body, in order to ensure that all safety standards are met.

LRCFA MISSION	<i>Working for the benefit of our members and the whole community by delivering the highest standards of service for football in Leicestershire and Rutland</i>
LRCFA VISION	<i>To get as many people playing football in the best possible environment</i>
LRCFA VALUES	<i>Progressive Respectful Inclusive Determined Excellence</i>



## THE ROLE

If you want to establish a career in the commercial and partnership operations of football, then this is the role for you. LRCFA is inviting applications for the full-time position of Commercial and Partnerships Lead. You will work with the Head of Football Operations and Commercial & Marketing Director to evolve and deliver our Commercial Strategy. We are looking for individuals with the right skills, knowledge, and experience to develop commercial opportunities and, who have a passion for football. As an equal opportunity employer, we welcome applications from all sections of our diverse community.

## WHAT CAN WE OFFER?

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

LRCFA is committed to safeguarding children, young people and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through the FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining the post, as all cases are judged individually according to the nature of the role and information provided.



## ROLE PROFILE

<b>JOB TITLE</b>	Commercial and Partnerships Lead
<b>REPORTS TO</b>	Head of Football Operations

### JOB PURPOSE(S)

- To support delivery of The FA Grassroots Football Strategy and the County FA Business Strategy.
- To develop, implement and review a County FA Commercial Strategy.
- To Identify new and maximise existing corporate sponsorship and partnership opportunities to generate additional revenue for reinvestment back into grassroots football.
- To enhance the image, profile and reputation of the County FA.
- To support the delivery of a County FA Marcomms Strategy.
- To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.
- To support the adoption of FA technology systems across grassroots football.
- To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.

<b>DIRECT REPORTS</b>	N/A
<b>LOCATION</b>	Based at the LRCFA Headquarters, frequent travel to other locations across the Leicestershire and Rutland and beyond will be required with some home working. The LRCFA is currently operating a hybrid working model.
<b>WORKING HOURS</b>	37.5 hours per week, some evening and weekend work will be required.
<b>CONTRACT TYPE</b>	Permanent
<b>SALARY</b>	From £28,000 per annum

## RESPONSIBILITIES

- Identify, approach and conclude partnership agreements with organisations in the local/regional business community, ensuring such agreements do not conflict with central FA partnerships.
- Identify, approach and conclude partnership agreements with non-commercial organisations in the local/regional community (e.g. mutually-beneficial agreements with charities, Universities, local authorities), ensuring such agreements do not conflict with central FA partnerships.
- Ensure formal contracts are in place with all partners, whether commercial or non-commercial.
- Manage new and existing commercial and non-commercial partnerships to ensure mutual expectations are delivered.
- Ensure renewal negotiations are started well in advance of all agreements' expiry dates.
- Use all reasonable endeavours to assist The FA in delivering its commercial partner programme in accordance with the reasonable instructions issued by The FA.
- Regularly communicate with all relevant stakeholders the development of our Commercial Revenues.
- Support the delivery of the Communication & Engagement plan for all stakeholders within the County FA.
- Provide local marketing support to dedicated FA and County FA campaigns.
- Develop links within the local media and other key partners to ensure that there is regular coverage of the County FA activities.
- Review the County FA external publications to ensure consistency of message and maximise efficiency.
- Use national and local customer insight to drive delivery of the County FA Business Strategy.
- Contribute to ensuring that safeguarding and equality are embedded throughout the County FA and grassroots football.
- Ensure all communications via social media with under-18s are in line with the safeguarding use of social media policies.
- Risk assess all LRCFA events and activity for under-18s and where the LRCFA directly deploys under-18 referees, coaches and volunteers to ensure that appropriate safeguards are in place.
- Listen to and consult with under-18s on their experiences of grassroots football as part of the County FA's youth engagement strategy.
- Ensure the LRCFA promotes safeguarding through its communication channels, signposting policy, procedures, advice, guidance, and information for youth and open-age adult grassroots football with 16/17-year-olds and disability football.
- Execute tasks as required to meet the LRCFA changing priorities.

## PERSON SPECIFICATION

### QUALIFICATIONS

#### ESSENTIAL

- A degree level qualification or two years' in Business/Marketing and/or sales experience.

#### DESIRABLE

- A business, marketing or related qualification.

### SKILLS

#### ESSENTIAL

- Strategic thinking and planning skills.
- Self-motivated with excellent leadership skills and ability to build trust-based relationships.
- Excellent internal and external stakeholder relations and customer service skills.
- Ability to work strategically with partner organisations across different sectors to plan and deliver football programmes.
- Project management skills and experience – to plan, set and achieve objectives within deadlines.
- Ability to use data to monitor and evaluate projects and campaigns.
- Exceptional communication, interpersonal and influencing skills.
- Effective report-writing and public speaking skills.
- Effective creative writing and presentation skills.
- Effective prioritisation and time management skills.
- Excellent IT skills, including the use of Microsoft Office applications.
- Excellent problem-solving and decision-making skills.
- Budget management skills.

#### DESIRABLE

- Event management skills.

## KNOWLEDGE AND EXPERIENCE

### ESSENTIAL

- Experience of developing and delivering strategic plans.
- Practical experience of commercial development within an organisation.
- Practical experience of marketing via all digital and traditional channels.
- Knowledge of how the County FA operates in partnership with The FA.
- Knowledge of and commitment to equality, diversity and inclusion.
- Knowledge of The FA's Safeguarding Operating Standard.
- Experience of monitoring and evaluation of programmes.
- Knowledge of good people management practice.

### DESIRABLE

- Experience of project management.
- Experience of utilising mapping programmes to support strategic and logistical planning.
- Knowledge and understanding of The FA's National Game Strategy and how the County FA business plans support its delivery.
- Knowledge and understanding of working with volunteers.
- Knowledge of, and existing contacts within the local/regional business community.
- Knowledge of, and existing contacts within the local/regional public sector and charity community.
- Knowledge of, and existing contacts within the local/regional media sector.

**ENHANCED DBS CHECK REQUIRED?**

Yes

**CLEAN, FULL DRIVING LICENCE?**

Yes





THE JOB HOLDER WILL BE EXPECTED TO UNDERSTAND AND WORK IN ACCORDANCE WITH THE VALUES AND BEHAVIOURS DESCRIBED BELOW

LRCFA VALUE	BEHAVIOURS
PROGRESSIVE	<p><b>Embraces new thinking in pursuit of continuous improvement</b></p> <ul style="list-style-type: none"> <li>Identifies the need for, and actions change in direction, practice, policy or procedure</li> <li>Questions the way things are done and takes informed risks</li> <li>Continuously seeks to improve efficiency and performance</li> </ul>
RESPECTFUL	<p><b>Sets the standards for respectful behaviour across the game</b></p> <ul style="list-style-type: none"> <li>Maintains people's self-esteem when interacting with them</li> <li>Avoids pre-judgement when listening to suggestions from others</li> <li>Seizes the opportunity to apply LRCFA standards at all times</li> </ul>
INCLUSIVE	<p><b>Champions end ensures that football is, and will remain, a game for everyone</b></p> <ul style="list-style-type: none"> <li>Openly collaborates with colleagues and partners in the game</li> <li>Provides equal opportunity to people of different backgrounds, experience and perspective</li> <li>Seeks out and embraces new ways of thinking and working</li> </ul>
DETERMINED	<p><b>Tenacious and accountable. Serving the whole game and doing the right thing</b></p> <ul style="list-style-type: none"> <li>Works relentlessly to overcome roadblocks or obstacles to achieve the goal</li> <li>Remains focused on seeing agreed goals through to completion taking pride in their work</li> <li>Maintains motivation for their team and themselves</li> </ul>
EXCELLENT	<p><b>The very best outcome achieved by sustained excellence in performance</b></p> <ul style="list-style-type: none"> <li>Seeks to achieve the highest levels of performance at all times</li> <li>Can be persistent to achieve a standard that others consider impossible</li> <li>Challenges others to go further and achieve more</li> </ul>



## HOW TO APPLY

- Complete the **Online Application Form** by 10am on the 15<sup>th</sup> March 2023.  
Please note that no applications will be accepted after this time.
- The application form cannot be saved so we recommend completing in a word document prior and transferring to the application form ahead of submission.
- Provide the **Equality and Diversity Monitoring Form** and return to [Jobs@LeicestershireFA.com](mailto:Jobs@LeicestershireFA.com)  
Please note that completing this form is entirely voluntary.
- LRCFA is committed to equality of opportunity for all. We would welcome applications from women, people with Disabilities and Black, Asian and Minority Ethnic Communities as they are currently underrepresented within the organisation
- [Click here](#) to see the LRCFA Safer Recruitment Policy

## SELECTION PROCESS

- Applicants selected will be contacted by 5pm on the 20<sup>th</sup> March 2023.  
If you have not heard from us by this date unfortunately you have been unsuccessful on this occasion.
- Interviews dates will be confirmed with successfully shortlisted applicants.
- If required, second interviews may be held to determine the most suitable candidate for the role.

If you have any queries regarding the role, please contact Joe Dunmore, Head of Football Operations,  
Email: [Joe.Dunmore@LeicestershireFA.com](mailto:Joe.Dunmore@LeicestershireFA.com)

