



**ENGLAND
FOOTBALL**

LINCOLNSHIRE FOOTBALL ASSOCIATION

NON-EXECUTIVE COMMERCIAL DIRECTOR APPLICATION PACK

'ONE LINCOLNSHIRE COMMUNITY, UNITED AND INSPIRED BY THE POWER OF FOOTBALL'



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INTRODUCTION TO THE LINCOLNSHIRE FOOTBALL ASSOCIATION

Now is an exciting time to be joining the Lincolnshire Football Association as we enter a new five year strategy period. Our strategy 'One Lincolnshire Community, united and inspired by the power of football' aims to build on the strong foundations that have been developed. The previous strategy period was initially one of reset, restructure and then consolidation which supported the long-term growth in several areas. In 2019 the Association underwent a significant governance and staffing restructure resulting in the recruitment of highly skilled and experienced Independent Directors and CEO which has seen the organisation progress and move forward.

Whilst the last 18 months have been challenging, demanding and rewarding, all rolled into one, the Lincolnshire FA has not only survived all that has been thrown our way but has indeed grown the game and the business with progress being made on a number of fronts, namely:

- Continued growth in male participation
- Substantial growth in the women's and girls' game, both in participation and profile
- Continued growth in the number of volunteers servicing and supporting our game
- Development of non-traditional formats of the game
- Increased level of external investment in the grassroots game
- Development of new partnerships
- Improved relationships with our stakeholders and increased customer service satisfaction

We are being challenged in a number of ways as the game continues to recover from the pandemic but firmly believe the Association and the grassroots game in Lincolnshire are in a strong position to further develop and enhance the opportunities available to our communities. Our strategy will enable and support long term planning, sustainability and growth. The key aims of the strategy are: -

- Creating safe and inclusive football environments.
- Retain, sustain and then lead the growth and development of all formats of the game.
- Recruit and develop a diverse workforce that meets need and supports growth.
- Develop and improve our business to better serve our members and communities.

The future promises to be especially busy and challenging, as we begin to embed and deliver our strategy, delivering key targets and objectives. Directors have a pivotal role in achieving our strategic aims, driving the Association forward and ensuring that the Association continues to be a high performing, respected and cherished organisation that delivers a high-quality football experience for all members of our community. For further information please see the links to our new strategy and latest annual report

[Strategy 2021-2026](#)

[Annual Report: 2020 - 2021](#)

Grahame Lyner
Chair



THE ROLE

The Lincolnshire Football Association (LFA) is the not-for-profit governing body of football in Lincolnshire.

Today we have over 1,600 teams under our banner, stretching across one of the largest geographical counties in the country. We have delegated powers from the FA to manage rules and regulations to ensure fair play in the grass roots game, both on and off the pitch.

Now is a challenging and interesting time for football. The Directors of the LFA direct and monitor the business affairs of the Association, by determining the vision, strategy, plans, policies, and financial investment required to achieve the overall long-term business aims.

The Association is committed to creating a Board of diverse skills, experiences and backgrounds which can add value to the game and our activities in Lincolnshire.

The Association is looking to appoint a Director to support the development of a commercial strategy and to provide informed advice and support to the Board on business development and partnerships that further the Association's Mission.

This is a volunteer role in which you will be expected to attend regular Board meetings and to collaborate with Board Directors and other stakeholders in the strategic development of the organisation.

VALUES OF THE LINCOLNSHIRE FOOTBALL ASSOCIATION

As an Association we know that our values and beliefs are key to creating the right culture for us to succeed in the achievement of our Vision and Mission. Everyone who represents Lincolnshire FA strives every day to bring these beliefs to life.

We believe in:

- Acting with integrity, by ensuring we do the right thing and not the easy thing (even when no one is watching) is in the best interest of the game.
- Being progressive in all that we do, always looking for ways to continuously improve through giving our staff the freedom to innovate will help us best meet the needs of the game.
- Being transparent in all that we do will help us build relationships that will stand the test of time as they will be based upon high levels of trust.
- Recognising and rewarding the hard work, effort, and achievements of everyone who supports and makes the game possible 'For All', which will help us to ensure that people who make a positive difference feel valued and appreciated.
- The pride we have for the work we do drives us to care about everyone involved in football in our community as we know this will be key to making our Vision a reality.

ROLE DESCRIPTION

The Non-Executive Commercial Director will act as an ambassador for Lincolnshire FA and act as custodian of the highest standards of integrity and governance. In particular the Director will bring recent and relevant commercial experience to provide support to the development of a commercial strategy and provide informed advice and support to the board on business development and partnerships that further the County's mission.

Role	Non-Executive Director (Commercial)
Reports to	Chair of Lincolnshire FA Board of Directors
Location	Lincolnshire FA, Deepdale Enterprise Park, Deepdale Lane, Nettleham, Lincoln, Lincolnshire LN2 2LL
Term	Three-year term from appointment, after which applicants are eligible for reappointment
Time Commitment	Board meetings occur every 6 weeks. Other commitments may come up on an ad hoc basis.
Voluntary	(Business expenses included)
Role Purpose	<ul style="list-style-type: none"> ● To direct and monitor the business affairs of the Association by determining the vision, strategy, plans, policies and financial investment required to achieve the overall long-term business objectives. ● To direct and support the creation of a commercial strategy and provide informed advice and support to the Board on business development and partnerships that further the Association mission. ● To provide advice on improving customer service standards and use of insight that help grow the game of football across the county.
Responsibilities General	<ul style="list-style-type: none"> ● To serve as a Director of the Association 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. ● To safeguard the assets of the business along with the interests of the Membership and stakeholders of the Association. ● Ongoing involvement in the planning and delivery of the LFA County Strategy & Business 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 Association. ● To jointly oversee the management of risk to the Association. ● To oversee and maintain an effective corporate governance structure. ● To monitor the financial affairs of the Association and ensure the effective use of LFA 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.

Responsibilities
Commercial

- To work with the CEO to ensure that the Association has a fit for purpose commercial strategy that supports the generation of income in line with the Association's strategic aims.
- To support improved engagement with stakeholders.
- To support improved customer service standards.
- To identify and champion partnerships that help meet the strategic aims of the Association.

PERSON SPECIFICATION

QUALIFICATIONS AND EXPERIENCE

- Business and commercial management experience.
- Company Board level experience.
- Experience of delivering positive diversity and inclusion improvements.
- To have, develop and maintain positive contacts within the local business / sports communities.
- Experience of securing investment from multiple sources.
- Ability to contribute to the strategic thinking and direction of the Association.

SKILLS AND PERSONAL ATTRIBUTES

- Possess or show willingness to have an understanding of grassroots football.
- Financial and budgetary awareness.
- Analytical and rational thinking.
- Positive attitude and highly self-motivated with ability to motivate others.
- Evidence of emotional intelligence and self-awareness.
- A strong commitment to promoting and embedding diversity and inclusion at all levels.



HOW TO APPLY

Perrett Laver, the appointed advisers of Lincolnshire FA, are conducting an executive search exercise alongside the public advertisement for this role.

Applications should consist of a full curriculum vitae detailing career and achievements, as well as a covering letter addressing the role description and person specifications.

Applications should be uploaded via:

<https://candidates.perrettlaver.com/vacancies/>
quoting the reference 5388.

The closing date is midday GMT on Friday 5th November 2021.

The Lincolnshire Football Association is an equal opportunity employer and positively encourages applications from suitably qualified and eligible candidates regardless of sex, ethnicity, disability, age, sexual orientation, gender identity, religion and belief.

Protecting your personal data is of the utmost importance to Perrett Laver and we take this responsibility very seriously. Any information obtained by us or our trading divisions is held and processed in accordance with the relevant data protection legislation. The data you provide us with are securely stored on our computerised database and transferred to our clients for the purposes of presenting you as a candidate and/or considering your suitability for a role you have registered interest in.

As defined under the General Data Protection Regulation (GDPR) Perrett Laver is a Data Controller and a Data Processor, and our legal basis for processing your personal data is 'Legitimate Interests'. You have the right to object to us processing your data in this way. For more information about this, your rights, and our approach to Data Protection and Privacy, please visit our website:

www.perrettlaver.com/information/privacy.