



# **LONDON FA NON-EXECUTIVE BOARD DIRECTOR APPLICATION PACK**



## WE ARE ON A MISSION TO HARNESS THE POWER OF GRASSROOTS FOOTBALL TO ENRICH LIVES

### INTRODUCTION

Thank you very much for your interest in applying for a role as a Non-Executive Board Director at the London FA. Our Board were recruited in January 2021 and two vacancies have arisen. The term would be for 18 months initially (up to January 2024), with the possibility of additional terms up to a maximum of three terms of three years

At London FA we are passionate about grassroots football and the role that it plays in bringing together people and communities for the benefit of all.

Our mission is to govern, safeguard and develop the grassroots game to ensure the best and most welcoming football experiences for all across the capital.

You can download a copy of our exciting strategy at the link below:

[www.londonfa.com/about/london-fa-strategy-2020-2025](http://www.londonfa.com/about/london-fa-strategy-2020-2025)

Whether you're a lifelong football enthusiast, player, volunteer, coach or a corporate professional looking to volunteer your expertise, we are committed to creating a Board of diverse skills, experience and backgrounds that can add value to the game.

We are running an open recruitment process to attract and recruit the best people for the roles. In this pack, you will find details of the skills and experience we are looking for, the values we live by and the process for applying.

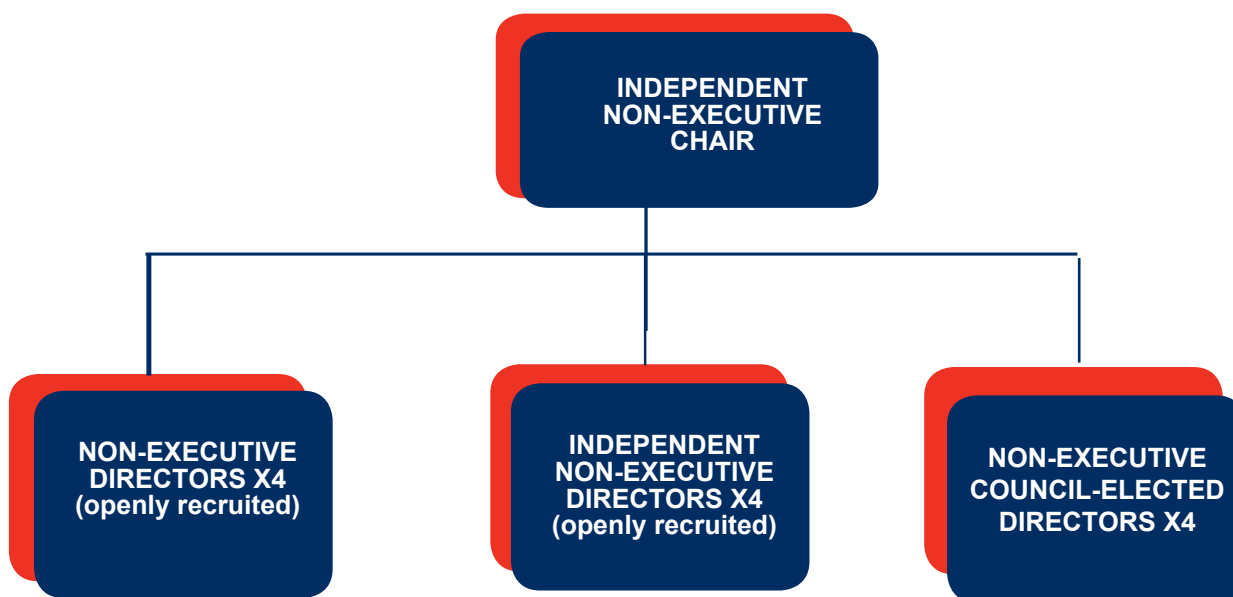
If you have any questions, please contact [Paul.Bickerton@londonfa.com](mailto:Paul.Bickerton@londonfa.com), our CEO. I am looking forward to reading your application.

**James Middlehurst**  
London FA Chair



## OUR BOARD STRUCTURE

The Non-Executive Board of Directors will ensure the London Football Association (LFA) is effectively and efficiently run, with appropriate oversight and governance, in line with the Sport England Code for Sports Governance and FA Code of Governance for County FAs. With representation from experts in football (which includes our Council-elected Directors), finance and corporate professionals, diversity of thought and experience will add value to our strategy, plans and delivery.



## BOARD ROLE OVERVIEW

|                         |  |
|-------------------------|--|
| LFA Board Role Overview | Act as leaders to <b>promote, foster, develop</b> and <b>support</b> grassroots football in London         |
|                         | Create and evaluate the <b>LFA's strategic direction</b> , objectives, mission, plans & values             |
|                         | Make sure that the <b>financial resources &amp; people</b> are in place for the LFA to meet its objectives |
|                         | Provide <b>effective controls</b> which enable risks to be understood, assessed and managed                |
|                         | Provide monitoring and evaluation of success through effective <b>performance management</b>               |
|                         | Ensure that its obligations to its <b>Association Members</b> and others are understood and met            |

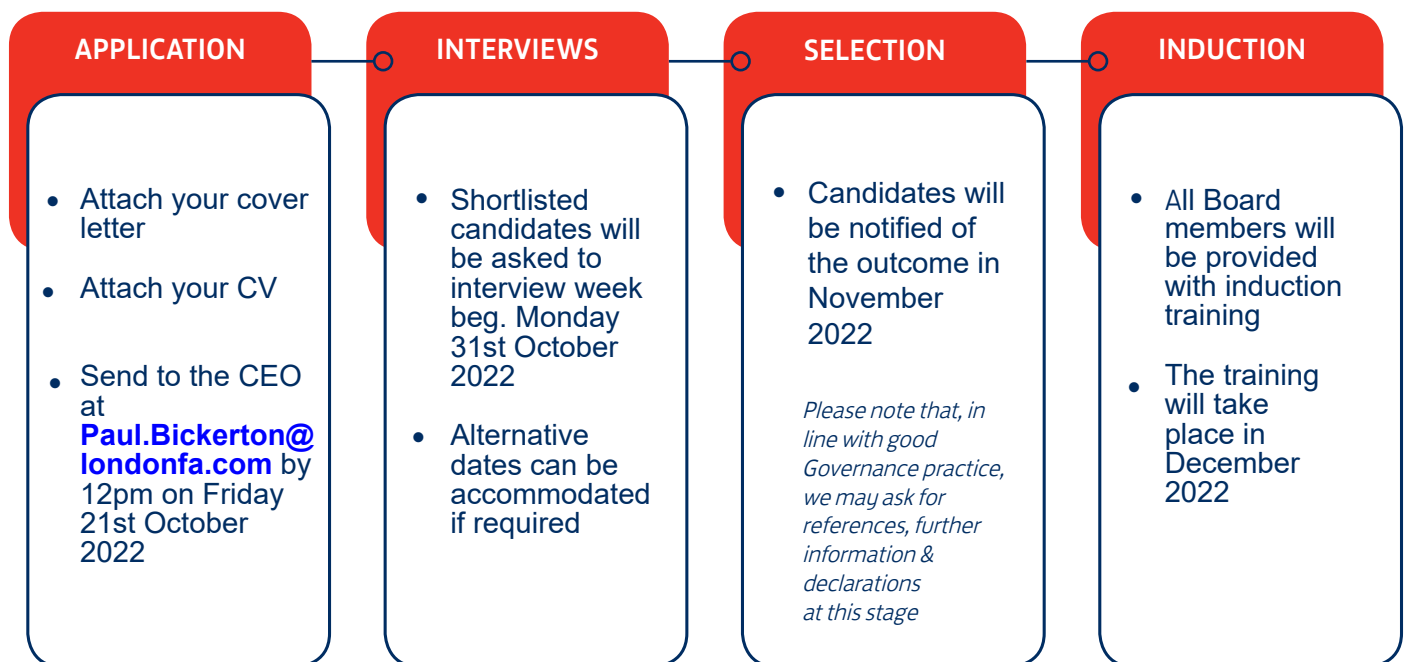
## COMMITMENT

The term of appointment is up to 1st January 2024 initially. Existing directors may seek reappointment and there is a limit of three terms of three years. Non-executive Board Directors will be expected to commit to a minimum of 8 hours each month. This time includes attending quarterly Board and London FA Council meetings. All Board Directors are required to attend induction training and regular safeguarding training.

## APPLICATION PROCESS

We know that applying for roles can be time consuming, so we've made our application process as simple as possible. All we need from you at this stage is two things:

- A cover letter explaining why you wish to apply and why you think you are suitable
- A copy of your CV



## AVAILABLE ROLES & FURTHER INFORMATION

There are two (2) positions available currently - an Independent Non-Executive Finance Director and a Non-Executive Commercial Marketing Director. The Finance Director will have experience in senior financial roles as well as commercial experience and acumen. The Commercial Marketing Director will be an experienced commercial marketing, communications and brand management professional. Independent Directors should not already be associated with the London FA, either as a London FA Council or general member.

For an informal discussion regarding any of these positions please contact the CEO, Paul Bickerton, on [Paul.Bickerton@londonfa.com](mailto:Paul.Bickerton@londonfa.com)

Diversity is at the heart of our strategy, because it is at the heart of grassroots football in London. We encourage applications from the widest range of backgrounds, particularly where there is often under-representation.

## NON-EXECUTIVE BOARD OF DIRECTORS SKILLS MATRIX

The Non-Executive Board of Directors **skills matrix** gives an overview of the type of skills and experience we feel would add value to the London FA. This includes the specific role of the Finance & Risk Director.

|  |  | <b>Expertise</b>   | <b>Specialisms</b>   | <b>Experience</b>  | <b>Knowledge</b>  | <b>Overview</b>   |
|--|--|--|--|--|---|---|
| <b>Expertise, Experience &amp; Knowledge</b> | <b>Non-Executive Directors</b><br><br>Add value through sporting experience and connection with service users                  | Experienced in one or more of the following areas in football or has a specialist business skill:  | <ul style="list-style-type: none"> <li>Professional football</li> <li>Small sided recreational football</li> <li>Marketing, branding and communication experience</li> <li>Commercial acumen and experience</li> </ul>         | A widely recognised role model for their expert area within football and business<br><br>Understands the importance of inclusion and diversity | A depth of knowledge gained through experience in their specialist football or business activity            | Able to understand, communicate and champion the needs of the diverse football community in London                                    |
|  | <b>Non-Executive Independent Directors</b><br><br>Add value through perspective, professional expertise & corporate experience | Qualified & experienced professionals with senior leadership expertise in any of the following areas:  | <ul style="list-style-type: none"> <li>Legal &amp; governance</li> <li>Commercial &amp; sponsorship</li> <li>Marketing &amp; communications</li> <li>HR &amp; people development</li> <li>Inclusion &amp; diversity</li> </ul> | A career with depth of experience in a specialist area at a senior level and breadth of expertise in organisational leadership                 | A thought leader within their subject, able to communicate and advise on best practice approaches           | Able to translate professional knowledge and expertise to the LFA context and make sure of effective leadership in area of specialism |
|  | <b>Non-Executive Finance Director</b><br><br>Adds value to the Board through expert financial advice and risk mitigation       | An experienced senior leader from a financial role where advising non-financial leaders is key to corporate success and sustainability<br><br>Has significant commercial experience and acumen. Can support the CEO to develop and deliver a commercial strategy to attract new commercial partners to the business. |  | A professional career at a senior level in finance, risk management and commercial activity  | A depth of knowledge of accounting, reporting, risk management, governance, brand and commercial management | Able to provide best practice advice and guidance to the Board and CEO on all finance, risk and commercial matters                    |

## NON-EXECUTIVE BOARD OF DIRECTORS KEY CHARACTERISTICS

All Directors will hold collective responsibility for making sure the London FA Board is efficient and effective. The following characteristics apply to all roles.

|  |                                   |   |
|--|-----------------------------------|---|
| <b>Board Characteristics : All Board Directors</b> |                                   | <b>All Board Members</b>  |
|  | <b>Strategic advisor</b>          | <ul style="list-style-type: none"> <li>• Constructively check, challenge and support the development of the London FA's strategy</li> <li>• Support the development of plans and programmes that will deliver the strategy</li> <li>• Approve the annual operating and delivery plan</li> </ul>     |
|  | <b>Active ambassador</b>          | <ul style="list-style-type: none"> <li>• Be a positive ambassador for football in London, representing the London FA</li> <li>• Act as a positive voice for the work of the London FA with the media</li> <li>• Seek to expand public awareness of the work of the London FA</li> </ul>             |
|  | <b>Performance evaluator</b>      | <ul style="list-style-type: none"> <li>• Monitor organisational performance against plans</li> <li>• Review and evaluate organisational performance against agreed objectives</li> <li>• Make sure of efficient and effective corporate governance</li> </ul>                                       |
|  | <b>Finance &amp; Risk manager</b> | <ul style="list-style-type: none"> <li>• Demand robust measures to ensure integrity of finances</li> <li>• Ensure systems of risk management and controls are in place</li> <li>• Approve annual operating and capital expenditure budgets</li> </ul>   |
|  | <b>People leader</b>              | <ul style="list-style-type: none"> <li>• Determine and approve appropriate levels of resources to deliver the strategy</li> <li>• Advise on the appointment, management &amp; remuneration for Senior Executive Team</li> <li>• Use expertise, time and connections to support employees</li> </ul> |
|  | <b>Sports savvy</b>               | <ul style="list-style-type: none"> <li>• Act in the best interests of football in London</li> <li>• Develop and maintain critical key relationships with the various sporting partners</li> <li>• Continually seek to improve the sporting experience for all</li> </ul>                            |

## ROLE SPECIFIC ACCOUNTABILITIES

With specific skills and experience, the Directors will add value to the Board by taking ownership of the following role specialist responsibilities:

|                                   | <b>Non-Executive</b>   | <b>Finance</b>   | <b>Independent</b>   |
|-----------------------------------|--|--|--|
| <b>Strategic advisor</b>          | <ul style="list-style-type: none"> <li>Act as strategic adviser to the Board and staffing team on football and / or specialism</li> </ul>          | <ul style="list-style-type: none"> <li>Act as a strategic adviser on all financial, risk and commercial matters</li> </ul>                                       | <ul style="list-style-type: none"> <li>Act as a strategic adviser to the Board and staffing team on area of specialist expertise</li> </ul>                |
| <b>Active ambassador</b>          | <ul style="list-style-type: none"> <li>Act as a positive two-way communications conduit between members and the Board</li> </ul>                   | <ul style="list-style-type: none"> <li>Act as an ambassador for good governance with the Board, staffing team, partners and key funders</li> </ul>               | <ul style="list-style-type: none"> <li>Seek out and utilise business connections to build partnerships to support delivery</li> </ul>                      |
| <b>Performance evaluator</b>      | <ul style="list-style-type: none"> <li>Make sure that products, programmes and activities are having the desired impact on the field</li> </ul>    | <ul style="list-style-type: none"> <li>Regularly review the financial performance of the organisation and report to the Board</li> </ul>                         | <ul style="list-style-type: none"> <li>Make sure best practice performance management is embedded in area of expertise</li> </ul>                          |
| <b>Finance &amp; Risk manager</b> | <ul style="list-style-type: none"> <li>Advise on areas of risk related to area of expertise</li> </ul>   | <ul style="list-style-type: none"> <li>Introduce and maintain robust financial and risk procedures and a clear commercial strategy</li> </ul>                    | <ul style="list-style-type: none"> <li>Advise on finance &amp; risk elements related to area of expertise</li> </ul>                                       |
| <b>People leader</b>              | <ul style="list-style-type: none"> <li>Add value to the Board acting as a subject matter expert on participants, volunteers and coaches</li> </ul> | <ul style="list-style-type: none"> <li>Add value to the Board acting as a subject matter expert on finance, risk and commercial activities</li> </ul>            | <ul style="list-style-type: none"> <li>Add value to the Senior Executive Team acting as a subject matter expert and mentor in area of expertise</li> </ul> |
| <b>Sports savvy</b>               | <ul style="list-style-type: none"> <li>Keep up to date with the latest thinking on football / specialism</li> </ul>                                | <ul style="list-style-type: none"> <li>Whilst an interest in football is an advantage – previous experience working within sport is not a requirement</li> </ul> |  |

Role Specific Accountabilities





## OUR SHARED VALUES AND BEHAVIOURS

Our values are at the heart of the London FA. Applicants are required to demonstrate positive behaviours that support these values.

|   |                      | Values   | Behaviours   |
|---|----------------------|--|--|
| London FA Behaviour Framework – All Board Roles | <b>Integrity</b>     | We apply the principles of honesty, trustworthiness and fairness to everything we do         | <ul style="list-style-type: none"> <li>• Accountability</li> <li>• Decision-making</li> <li>• Trust</li> <li>• Transparency</li> </ul> |
|   | <b>Leadership</b>    | We get the best out of other people and support and inspire them to maximise their potential | <ul style="list-style-type: none"> <li>• Vision</li> <li>• Empowerment</li> <li>• Partnership</li> <li>• Achievement</li> </ul>        |
|   | <b>Performance</b>   | We deliver high quality work to exacting standards and actively embrace new ways of working  | <ul style="list-style-type: none"> <li>• Focus</li> <li>• Initiative</li> <li>• Insight</li> <li>• Innovation</li> </ul>               |
|   | <b>Collaboration</b> | We work together to make great things happen for our organisation and our sport              | <ul style="list-style-type: none"> <li>• Responsibility</li> <li>• Teamwork</li> <li>• Inclusion</li> <li>• Communication</li> </ul>   |

