



MIDDLESEX FA
CUP WINNERS

RECRUITMENT PACK

**Independent Non-Executive
Commercial Director**





Who we are

Middlesex Football Association are a charitable organisation providing everyone with the opportunity to participate in football across our Boroughs which are the most densely populated and diverse in the country.

We aim to ignite positive change through the power of football. The purpose of everything we do is to unite communities, tackle inequalities, and promote health across our county. Our values are integral to everything we do. We are committed to making the grassroots game better. Through continuous connection with our local community, we will work creatively and collaboratively to enhance their experience.

We nurture the grassroots game, fostering a love for the sport that extends far beyond the pitch. By building strong relationships with our community, we will understand their needs and will develop solutions together, to ensure everyone has the chance to participate.

With unwavering dedication and a spirit of innovation, we are building a Middlesex where football flourishes, inspiring a brighter future for all.

Our Strategy

‘Realising Our Potential’ is our current four-year strategy which is made up of four strategies which include Commercial, Middlesex Community Football Centres, Equality, Diversity and Inclusion, and a Grassroots Strategy.

Our Purpose

Inspiring positive change through football by uniting communities, tackling inequalities and improving the health of the Middlesex Football community.

Our Values

We are Committed – We are committed to governing the game in a way that is fair and treats everyone the same regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy and maternity.

We are Creative – We are creative, always finding new ways to stay ahead and serve our football community. We learn from our experiences and focus on the future.

We are Collaborative – We will collaborate with our clubs, leagues, referees, players, coaches and volunteers to ensure we are listening to feedback and meeting their needs. We will collaborate as a team to share knowledge, provide feedback and work as a team to meet our common goal.

We are Connected – We are connected with our community, operating with a customer-focused approach that puts our participants at the heart of what we do.

For further information on Middlesex FA please visit our website and please review our Annual Report and our four-year strategy ‘Realising Our Potential’.

Season Review link <https://www.middlesexfa.com/news/2023/jun/15/season-review>

Strategy link TBC

ROLE DESCRIPTION

NON-EXECUTIVE COMMERCIAL DIRECTOR

Commitment:

Attend bi-monthly Board meetings, actively contributing in your role as an Independent Non-Executive Director with Commercial expertise. Support a minimum of 4 Commercial Advisory Board (CAB) meetings throughout the season.

What is the role?

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

What will you do?

- To provide specialist insight to the Board on the business affairs of the Association and to provide advice on the vision and strategy, plans, policies and financial investment required to achieve the overall long-term commercial objectives.
- To support the creation of a commercial strategy and provide informed advice and support to the Board and other business leaders on business development and partnerships that further the Association's mission.
- To oversee all commercial and sponsorship agreements in respect of the Middlesex FA through the Commercial Advisory Board.
- To be an active Board member, providing strategic oversight and to constructively challenge and review the overall Middlesex FA strategic plan.

Application Deadline: **THURSDAY 31st OCTOBER 2024**

To apply, please submit your full curriculum vitae detailing career and achievements, as well as a covering letter addressing the role description and person specifications by clicking [HERE](#).

If you need any more information or have any questions about this role, please contact kayleigh.saunders@middlesexfa.com or via phone 07506 282963



APPLICATION PROCESS

To apply, please submit your full curriculum vitae detailing career and achievements, as well as a covering letter addressing the role description and person specifications by clicking [HERE](#).

Please make sure to review the recruitment pack in full before completing your application. If for any reason you are unable to access or complete the application, please contact management@middlesexfa.com who can arrange for any reasonable adjustment to be made for your application.

If shortlisted, you will be invited to attend an interview for this role. The interview will be arranged at your convenience, Middlesex FA will happily work around your current commitments and responsibilities.

Middlesex FA is committed to equality, diversity and inclusion. Striving to be fully representative of the community it serves by ensuring that all job applicants, third-party partners, and members of staff are treated equally, without discrimination because of gender, sexual orientation, marital or civil partner status, gender reassignment, race, colour, nationality, ethnic or national origin, religion or belief, disability, or age.

KEY DATES

APPLICATION CLOSING DATE: THURSDAY 31st OCTOBER 2024

INTERVIEWS: TUESDAY 26th NOVEMBER 2024



INDIVIDUAL ROLE PROFILE

NON-EXECUTIVE COMMERCIAL DIRECTOR

Role Title: Non-Executive Commercial Director

Reports to: Chair of the Board of Directors

Direct Reports: N/A

Role Purpose: To provide specialist insight to the Board on the business affairs of the Association by determining the vision and strategy, plans, policies and financial investment required to achieve the overall long-term commercial objectives.

To support the creation of a commercial strategy and provide informed advice and support to the Board and other business leaders on business development and partnerships that further the Association's mission.

To oversee all commercial and sponsorship agreements in respect of the Middlesex FA through the Commercial Advisory Board.

To be an active Board member, providing strategic oversight and to constructively challenge and review the overall Middlesex FA strategic plan.

Salary Band: Voluntary (Business expenses included)

Time Commitment: Attend bi-monthly Board meetings, actively contributing in your role as a Non-Executive Commercial Director. Support a minimum of 4 Commercial Advisory Board (CAB) meetings throughout the season.

Location: Remote and face-to-face meetings take place with attendance required at the Middlesex FA office at Rectory Park.

RESPONSIBILITIES

- Serve as a Non-Executive Director of Middlesex FA 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.
- Jointly establish clear objectives to deliver the agreed strategy and business plan and regularly review performance against those objectives.
- Ensure the effective implementation of Board decisions by the CEO and staff, holding the CEO to account for the effective management and delivery of the Association's strategic aims and objectives.
- Jointly oversee the management of risk to the Association.
- Jointly develop and maintain an effective corporate governance structure.
- Monitor the financial affairs of the Association and ensure the effective use of Middlesex FA finances.
- Promote equality of opportunity throughout the Association.
- Represent the Association to partners and stakeholders of the Association in a professional manner.
- Act with discretion in respect of sensitive, confidential or commercial information provided to you in this role.

COMMERCIAL

- Serve as a Non-Executive Director of Middlesex FA and to actively participate in its strategic management.
- Work with the CEO and Commercial & Partnerships Manager 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.
- Support improved engagement with the Association's various stakeholders.
- Support improved customer services standards.
- Identify and champion partnerships that help meet the strategic aims of the Association.

PERSON SPECIFICATION

Essential (Required to fulfil the role)

- Business and commercial management experience.
- Senior business leadership experience gained in private, public or voluntary sectors.
- Experience of delivering positive diversity and inclusion improvements.
- An active network of relevant contacts within local business and sports communities.
- Experience of identifying new commercial opportunities and securing investment from multiple sources.
- Ability to contribute to the strategic thinking and direction of the Association.
- Analytical and rational thinking.
- Evidence of emotional intelligence and self-awareness.
- Positive attitude and highly self-motivated with the ability to motivate others.

Desirable (Beneficial, but can be learned in role)

- Company Board level experience.
- Knowledge and understanding of effective marketing.
- Possess or show willingness to have an understanding of grassroots football.
- Financial and budgetary awareness.
- Understanding of not-for-profit organisations.
- A strong commitment to promoting and embedding diversity and inclusion at all levels.

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