

# ***NORFOLK COUNTY FA CAREERS***

**WORKING TOGETHER TO SUPPORT  
#NORFOLKFOOTBALL**

## **INDEPENDENT NON-EXECUTIVE DIRECTOR (NEW BUSINESS)**

<b>DEPARTMENT</b>	Board of Directors
<b>REPORTS TO</b>	Chairman of the Board of Directors
<b>LOCATION</b>	Norfolk County FA, Clover Hill Road, Norwich, NR5 9ED
<b>TERM</b>	The position is appointed for an initial term of 3 years and is potentially renewable for a maximum of 3 terms (9 years)
<b>SALARY</b>	This is a voluntary position. Travel and other expenses are paid.

**APPLY**



**EQUALITY & DIVERSITY FORM**





## OUR ORGANISATION

Norfolk County FA is the not-for-profit, governing body of football in Norfolk. Founded in 1881, it governs, regulates and develops grassroots football across the County, sitting under the umbrella of The FA.

We oversee 12 leagues, 270 clubs and over 1500 teams, with over 25,000 participants of all ages playing football each week. Thousands more people of all demographics are involved in the local game via coaching, refereeing, and volunteering.

We manage 14 County Cup Competitions each season, oversee match official recruitment and appointments, and operate 2 state-of-the-art football facilities known as our Football Development Centres (FDC's). Our flagship venue is The FDC in Norwich which boasts the fully enclosed Harrod Sport Arena as well as multiple small-sided 3G pitches, along with a fully licensed bar and café.

We pride ourselves in being one of the most forward-thinking County FA's in the Country and you can read more about our plans for the future in our new four year strategy: [Uniting Norfolk Football](#).



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## BEING A PART OF OUR TEAM

**We believe that Norfolk FA is a great place to be.**

The Norfolk County Football Association Board of Directors are responsible for managing the business affairs of the Association, determining the strategy, plans, policies, and financial investment required to achieve the aims of the Association.

We are proud of our positive culture, innovation, and one team ethos as a workforce. Every member of both the staff and our Board has a part to play in the development of #NorfolkFootball, and together we can change lives within the local communities around the County.

In 2022 we became one of the first County FA's to achieve the FA's Code of Governance for County Football Associations. In meeting the requirements of the Code, we were able to demonstrate that we have the structures, functional operations, and decision-making processes in place to offer the best possible service to the game at a local level. The Code also includes provisions for our gender diversity, ethnic diversity and youth representation.

We are also proud to have achieved the Preliminary Level of the Equality Standard for Sport.

As a Director of the Association, you will play a pivotal role in helping us achieve our strategic aims, driving the Association forward and we thank you for your interest in this role.



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## ROLE DESCRIPTION

The Non-Executive New Business Director will act as an ambassador for Norfolk County Football Association and act as lead in identifying and developing new business opportunities for the Association to support the delivery of football-based outcomes. The Director will bring recent commercial business experience and securing partnership opportunities. They will work closely with the wider Board, ensuring that they are informed through relevant and timely information. They will be required to form a strong relationship with the CEO and other relevant members of staff.

## ROLE PURPOSE

- To be an active Member of the Board, working closely with the Association to identify and develop new commercial opportunities.
- Collectively, the Board of Directors of Norfolk County FA are required to direct the business affairs of the Association and to determine the vision and strategy, plans, policies and financial investment required to achieve the Association's aims. As such, individually and collectively, the Directors are accountable to the Membership.
- To provide strategic oversight and to constructively challenge and review the Norfolk County FA strategic plan.
- To support the Association in maintaining the Safeguarding 365 standard for County FA's.



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## **KEY RESPONSIBILITIES**

### **NEW BUSINESS / COMMERCIAL OPPORTUNITIES**

- Deliver a volume, and quality, of new business opportunities for the Association.
- Maintain up-to-date pipeline and formulate both contact and win strategies to turn “possibilities” into realistic opportunities through the development of relationships.
- Aim to have several opportunities at every stage of the pipeline – i.e., a conveyor belt approach, so as deals progress/conclude/are closed another opportunity is already waiting.

### **GENERAL**

- Serve as a Director of Norfolk County 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.
- 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.
- Develop and maintain an effective corporate governance structure.
- Monitor the financial affairs of the Association through reports provided by the Finance Director and to ensure the effective use of financial and other resources.
- Contribute to constructive debate on all Board matters.
- Support the Board in ensuring that safeguarding is embedded throughout the Association.
- Fully participate in Board induction, training or development and performance monitoring.
- Perform other responsibilities as assigned by the Board.





## PERSON SPECIFICATION

### EDUCATION / QUALIFICATIONS / TRAINING

#### ESSENTIAL

- Experience of working in a commercial sales / consultancy environment.

#### DESIRABLE

- Board level experience

### SKILLS

- Extensive network within the local community.
- Strong communication and presentation skills, both written and verbal.
- 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 Association.
- 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.
- Senior level experience meaning the role holder has credibility with business owners / CEOs / MDs.
- An ability to understand financial accounts, management accounts and budgeting.
- A strong commitment to promoting and embedding diversity and inclusion at all levels.

### KNOWLEDGE AND EXPERIENCE

- Proven success in sales / consultancy roles.
- Knowledge and understand of not-for-profit organisations.

**ENHANCED DBS CHECK REQUIRED?**  
**CHECK ON COMPANIES HOUSE**  
**DISQUALIFIED DIRECTORS REGISTER**  
**CLEAN, FULL DRIVING LICENCE?**

No

Yes

Desirable



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## OUR VALUES & BEHAVIOURS

The job holder will be expected to understand and work in accordance with the values and behaviours described below:

### VALUES

#### ENGAGE

*Where connection meets action*

- We prioritise active involvement, meaningful interaction, and impactful connection with stakeholders, audiences, customers and communities. We strive to create compelling experiences, initiatives, and content; igniting interest, participation, and passion.

#### INSPIRE

*Illuminating the pathway for all*

- We foster pride and belonging to support wide reaching goals around participation and development. Through setting standards and championing a diverse range of role models we are looking to ignite a fire within the local population around our game.

#### EVOLVE

*Proactively pursuing growth*

- We focus on innovation and continuous improvement of our workforce, processes and the Association as a whole. We have the ambition to remain forward thinking and responsive to current trends as well as adaptable to changing circumstances in the world of football.

#### UNIFY

*Together we achieve more*

- Through uniting Norfolk Football, we as the Governing Body aspire to create a cohesive and inclusive community, bringing groups together while celebrating the diversity of the local football landscape.

### BEHAVIOURS



**PLAY FOR THE  
FRONT OF THE  
SHIRT**



**BE BRAVE**



**CELEBRATE  
TOGETHER**

**100  
GIVE YOUR  
100%**

**PUSH  
FORWARD**



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## ***ESTIMATED TIME COMMITMENT FOR THE ROLE***

The post requires a commitment to attend regular Board meetings throughout the year, currently held every 6 weeks on a Monday evening. Furthermore, the role may require attendance at other relevant committee meetings and the provide ad-hoc support to the Board and staff.

## ***FURTHER INFORMATION***

If you have any questions regarding this role or any of the information enclosed within this job pack, please contact our CEO Matt Carpenter – [Matt.Carpenter@NorfolkFA.com](mailto:Matt.Carpenter@NorfolkFA.com) – 07901 338006.



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## ***WORKING TO SUPPORT #NORFOLKFOOTBALL***

**So, you want to make a real difference to football in Norfolk? Well now's your chance!**

Work with a great group of people in an exciting and fast paced environment that has the development of the beautiful game at its core.

Make a difference and play your part in changing lives through the power of grassroots sport.

***Join us!***

**APPLY**



**EQUALITY & DIVERSITY FORM**



*This job description is only a summary of the role as it currently exists and is not meant to be exhaustive. The responsibilities/accountabilities and skills/knowledge/experience/behaviours might differ from those outlined and other duties, as assigned, might be part of the job.*

*Norfolk County FA is committed to equality, diversity and inclusion. We welcome applications from all individuals regardless of age, race, disability, gender reassignment, pregnancy and maternity, sexual orientation, marriage and civil partnership, sex, religion or belief.*



Norfolk County Football Association Ltd  
Registered Office: Norfolk County FA, theFDC, Clover Hill Road, Norwich, NR5 9ED  
Incorporation No: 3830562 England  
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