



North Riding County FA

Commercial Director

Application Pack

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1. The Role

North Riding County FA is inviting applications for the position of Commercial Director. We are looking for individuals with skills and experience in successfully creating and delivering commercial strategies who have a passion for developing grassroots football across Teesside and North Yorkshire.

These are exciting and challenging times for North Riding FA as we support the return of grassroots football following the COVID-19 pandemic and prepare to deliver the new FA Grassroots Football Strategy 2021-24.

This is a volunteer role in which you will be expected to attend Board meetings approximately six times per year, in addition to attending meetings of the Commercial Development Working Group. You will collaborate with Board Directors and other stakeholders in the strategic development of the organisation.

What can we offer?¹

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

2. About North Riding FA

North Riding FA was founded in 1881. We are the local governing body for football and are responsible for the governance and development of football across Teesside and North Yorkshire working in the Local Authority areas of Stockton-on-Tees, Middlesbrough, Redcar & Cleveland, Hambleton, Richmondshire, Ryedale, Scarborough and York.

The vision of North Riding FA is to make football a game for everyone.

3. Volunteering as the Finance Director

The Commercial Director is responsible for directing and supporting the creation of a Commercial Strategy for the business with the aim of establishing new commercial partnerships that increase revenue into the business.

The Board consists of nine Directors who are appointed following an open recruitment process, with the exception of the company Chief Executive who sits in an Ex-Officio capacity.

Board Meetings are usually held at the County FA Headquarters in Stokesley and generally take place at six-week intervals throughout the year.

For more Information on our Board and staff members please visit www.northridingfa.com

Board Members are paid travel expenses at the rate of 40p per mile in accordance with the Association's Expenses Policy

4. Role Profile

Role title	Commercial Director
Reports to	Chair of the Board of Directors

Role purpose(s)	
<ul style="list-style-type: none"> To direct and support the creation of a Commercial Strategy for the Association. To provide informed advice and support to the Board on business development opportunities. To establish new commercial partnerships that increase revenue into the Association. To identify and champion partnerships that help meet the strategic aims of the County. To provide advice on improving customer service standards and the use of insight that will help to grow the game of football across the county. 	
Direct reports	None

Location	North Riding FA and occasional travel to alternative venues to attend meetings.
Estimated time commitment to fulfil the role	<p>The role requires a commitment to attend Board meetings throughout the year. Meetings are normally held on Monday at North Riding FA and normally last in the region of 2 hours.</p> <p>The Commercial Director is also required to attend meetings of the Commercial Development Working Group, General Meetings and other ad hoc events held within the County.</p>
Remuneration or Expenses	<p>This is a voluntary role which is not accompanied by any financial remuneration. County FA Expenses will be paid in line with the current Expense Policy of North Riding FA.</p> <p>Travel and accommodation to FA events where The FA has agreed to reimburse County FA Expenses will be paid in line with the current County FA Expense Policy issued by The FA.</p>

Responsibilities	
<p>Generic</p> <ul style="list-style-type: none"> To serve as a Director of the Company 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 North Riding FA Business Strategy and Operational 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 business. To jointly oversee the management of risk to the Association. To develop and maintain an effective corporate governance structure. To monitor the financial affairs of the Association and ensure the effective use of North Riding FA 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. <p>Commercial Development</p> <ul style="list-style-type: none"> Work with the CEO to ensure that the organisation has a fit for purpose Commercial Strategy that supports the generation of income in line with the County's strategic aims To support improved engagement with stakeholders. To support improved customer service standards. To identify and champion commercial partnerships that help meet the strategic aims of the Association. 	

Person specification	
Qualifications	
Essential	Desirable

<ul style="list-style-type: none"> No specific qualifications are essential to perform this role of Commercial Director. 	<ul style="list-style-type: none"> MA in Business Administration, Finance or similar relevant field.
Skills	
<p>Essential</p> <ul style="list-style-type: none"> Proven experience of developing and implementing a commercial strategy Experience of securing investment from multiple sources Business and commercial management experience Experience of customer service improvement Experience of generating, analysing and implementing customer insight 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 organisation 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 An ability to understand financial accounts, management accounts and budgeting Access to and ability to use, email and the internet 	<p>Desirable</p> <ul style="list-style-type: none"> Proven experience of negotiating sports-related commercial partnerships
Knowledge and experience	
<p>Essential</p> <ul style="list-style-type: none"> A sound understanding of the volunteer/ professional relationship and how this can best work to support the work of the Association An understanding of, and a commitment to, equality in action Knowledge, understanding and interest in grassroots sport, particularly football, and other related activities 	<p>Desirable</p> <ul style="list-style-type: none"> An understanding of The FA National Game Strategy and how this affects the work of the County Football Associations
Enhanced DBS Check required?	No
Clean, full driving licence?	Yes

The job holder will be expected to understand and work in accordance with the values and behaviours described below.	
North Riding FA value	Behaviours
PASSION	<ul style="list-style-type: none"> Love the game, be proud of what we do and have a sense of purpose.
EXCELLENCE	<ul style="list-style-type: none"> Provide and promote the highest standards
MAKING A DIFFERENCE	<ul style="list-style-type: none"> Create and provide opportunities to make football better.
ACCOUNTABILITY	<ul style="list-style-type: none"> Take responsibility for our actions and always aim to act in the best interests of football.
COMMUNITY	<ul style="list-style-type: none"> Be inclusive and provide opportunities FOR ALL

Role Profile agreed by the Board of North Riding FA and signed on behalf of the Board by the Chair:	Barry Casterton
Date Role Profile agreed by the Board:	21st December 2020

Role Profile signed by role holder:	
Date signed:	

5. How to apply

- Complete the application form attached and return via email to Steven.Wade@northridingfa.com no later than 5pm on Tuesday 15th February 2022. Please note that no applications will be accepted after this time.
- We would be grateful if candidates could also complete and return the Equality and Diversity Monitoring Form attached. It is not compulsory to provide these details.

6. Selection Process

- Shortlisted applicants will be contacted no later than Friday 25th February 2022.
- Interviews will be held on Monday 7th March 2022.
- If required, second interviews may be held in order to determine the most suitable candidate for the role.

Commercial Director Application Form

Completing and returning the Application Form

Please complete the Application Form and return to Steven Wade, Chief Executive, by email to Steven.Wade@northridingfa.com no later than 5pm on Tuesday 15th February 2022. Applications received after this time will only be considered in exceptional circumstances.

The decision to progress your application to the next stage of the selection process will be based only on the information you provide on this form.

Position applied for:

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Personal details

First Name(s)			
Last Name		Mr/Ms or preferred title	
Postal address			
Postcode			
Email address			
What is your preferred contact method? (phone, email, text other)			
What is the best number to contact you on?			
What is the most convenient day and time to contact you?			
Do you have an in-date FA DBS Check?			

If you do not hold an in-date DBS Check there may be a requirement (dependent on the role) for this to be completed before appointment.

Employment and volunteering history

Starting with your present or most recent job or voluntary position, please complete the table below.

Start date	End date	Employer/ organisation name and address	Job/role title	Brief Description of duties

Please insert additional rows in the table above if required

Education and qualifications

Please provide details of your education and qualifications achieved which are relevant to the role in the table below (please note that you may be asked to provide evidence of any qualifications achieved which are directly relevant to this role).

For GCSEs or equivalent there is no need to include each subject on a separate line (see example below).

Dates	School/College/University/ Training Provider Name	Qualification and subject	Grade achieved
<i>e.g. 1991</i>	<i>e.g. High School Name</i>	<i>e.g. 6 GCSEs including Maths and English</i>	<i>e.g. 4 x As and 2 x Bs</i>

Please insert additional rows in the table above if require

How do you meet the requirements of the role as outlined in the Role Description?

Please outline your skills, knowledge and experience which are relevant to the role you are applying for, including examples from either paid or unpaid/voluntary work. You can format this as bullet points but please ensure that you directly reference the skills and knowledge outlined in the Role Description.

How do you demonstrate the values of North Riding FA?

The way we work at North Riding FA is built on the values outlined in the Role Description. Please provide examples of how you have demonstrated these values in your work or everyday life.

Accessibility

North Riding FA is committed to ensuring that all applicants can access the application and selection process for this role. Please details in the box below any adjustments you will require to be made to the selection process (including interviews) should your application be progressed to the next stage.

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References

Any offer of a role will be subject to receipt of two satisfactory references. Please provide the details of two referees. Your first referee must be your current or most recent employer. Your second referee should be a different employer, representative of an organisation in which you volunteer or have volunteered or a representative of an educational establishment. Personal references should only be given where there is no previous employer, voluntary organisation or educational establishment to which reference can be made.

	First Referee	Second Referee
Name		
Email address		
Telephone		
Postal address		
Relationship to you		
Permission to contact prior to appointment if offered a position? (yes/no)		

Declaration

I give my consent to the storage of personal data contained within this form for the purposes only of this application process.

I can confirm and declare that the information provided on the form, to the best of my knowledge is complete, accurate and not misleading.

Signature	
Date	

North Riding FA wants to meet the aims and commitments set out in its equality policy. This includes not discriminating under the Equality Act 2010 and building an accurate picture of the make-up of the workforce in encouraging equality and diversity. The organisation needs your help and co-operation to enable it to do this but filling in the form in the link below is voluntary. Please be assured that any information disclosed on this form will not be shared with the recruitment panel for the role you are applying for and will be used only by the Equality and Diversity Lead to store and process anonymised diversity data for the purpose of ensuring equality of opportunity.

<https://app.smartsheet.com/b/form/31319c1a3c12461286222fc0121ea916>

