

# OXFORDSHIRE FOOTBALL ASSOCIATION NON-EXECUTIVE COMMERCIAL DIRECTOR



## **Voluntary and unpaid with reimbursement of agreed expenses only**

The OFA's mission is to lead change, driving the development of football in Oxfordshire, creating environments which encourage participation and enjoyment of football For All.

Over 10,000 players, 250 clubs, 1,000 teams and thousands more volunteers of all ages help the OFA enable the grassroots game to flourish and grow.

As the home of local football at the heart of our community, we're proud to be developing the sport in Oxfordshire, providing equal opportunities For All to get involved in the game - in whatever role they choose.

Our role is to grow participation, promote diversity and regulate the game for everyone to enjoy. In doing so, we aim to govern, develop and innovate football within our county in a manner that is transparent, inclusive and supportive of our predominantly volunteer community.

As part of our commitment to develop and diversify the OFA Board we are now looking for a non-executive Commercial Director to join the team as funding is key to our ambitions.

These are exciting times for the OFA. We now need additional specialist expertise in attracting new commercial partners; developing innovative marketing campaigns; securing new sponsorship and advertising income; and creating fresh, diversified revenue streams.

## **Role Profile**

The Commercial Director is responsible for overseeing all commercial and sponsorship agreements in respect of the OFA and is accountable to the Board of Directors.

They will be required to contribute to overall company strategy and policy making by advising the Board on the best ways to maximise the commercial opportunities of their decisions.

The Commercial Director is required to:

- Attend Board meetings as and when required. Meetings are normally held during evenings most months at the County Office in Witney
- Attend other meetings of the OFA as required
- Be available to meet with the CEO and/or relevant staff on a regular basis

The role includes the following responsibilities:

- To serve as a Director of the Company and to actively participate in its strategic management
- To act as an ambassador and represent the OFA at internal and external meetings and functions as required
- To work with the CEO and where appropriate, Board and Focus Groups, to maximise commercial opportunities across the OFA by:
  - ✓ Identifying partnership and sponsorship opportunities
  - ✓ Ensuring consistent branding and marketing
  - ✓ Reviewing partnership and sponsorship agreements or contracts
  - ✓ Supporting the promotion of County FA events
  - ✓ Performing any other responsibilities as agreed by the Board

A keen interest in, and knowledge and understanding of, grassroots football, The FA National Game Strategy and related activities would be ideal.

### **Person Specification**

In order to successfully deliver the role, the Commercial Director will need the following skills, knowledge and experience:

- Strategic leadership and management skills with the ability to develop and monitor organisational strategy
- Decision making skills with 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.
- A natural networker with the ability to form strong, productive relationships both internally and externally to the benefit of the OFA
- An ability to understand financial accounts, management accounts and budgeting
- A sound understanding of volunteer/professional relationships and how they can best work to support the work of the OFA
- An understanding of and commitment to inclusion and actively practice this in decision making.
- Knowledge of the OFA's responsibilities for safeguarding and protecting children, young people and adults at risk in football.
- An understanding of Corporate Governance
- Significant relevant experience in successful commercial roles
- Clear understanding of successful marketing and communications
- A good working knowledge and understanding of marketing and branding guidelines
- The ability to develop, monitor and manage sponsorship agreements and supplier contracts
- Access to and detailed knowledge of wide range of funding opportunities
- Project and event management experience
- Access to and ability to effectively use email, the internet and social media channels

**To apply for this key role with the Oxfordshire Football Association Board then email your CV and covering letter to: [Ian.Mason@OxfordshireFA.com](mailto:Ian.Mason@OxfordshireFA.com)**

**Explaining in detail why you want the role, what commercial opportunities you could deliver, and why your experience and expertise makes you the ideal candidate.**

CLOSING DATE: 20 October 2019