



**ENGLAND  
FOOTBALL**

# **INDEPENDENT NON EXECUTIVE COMMERCIAL DIRECTOR**

**Role Profile**  
October 2022

# ABOUT STAFFORDSHIRE FA

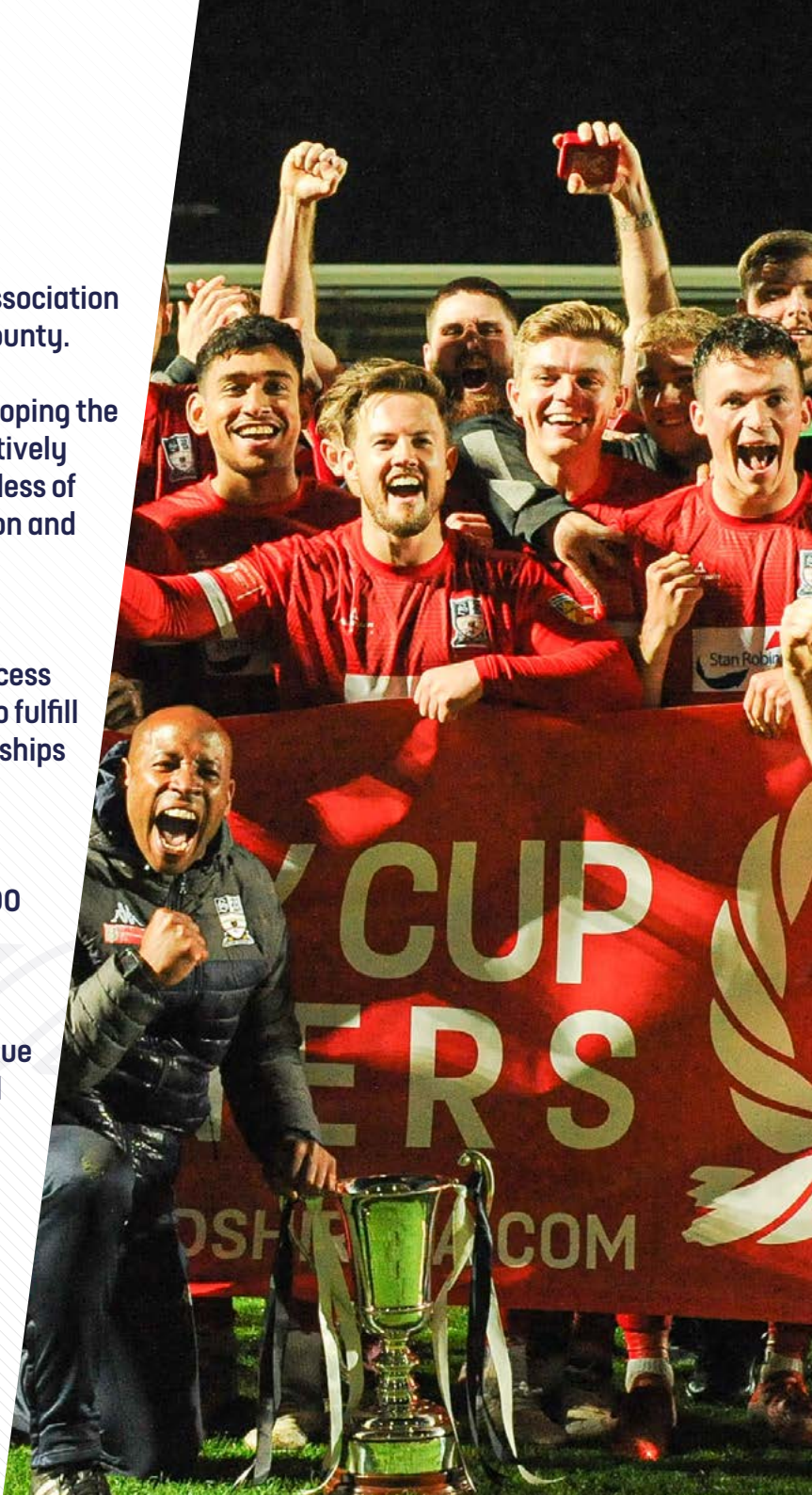
Founded In 1877, The Staffordshire Football Association Is The Guardian Of Our National Game In The County.

Responsible for efficiently governing and developing the local game, the Staffordshire FA strives to positively influence participation for all in football regardless of age, ability, sex, sexual orientation, race, religion and socioeconomic status.

Our aim is to make a positive difference within football, giving everyone the opportunity to access quality football opportunities and experience to fulfill their potential. We are keen to develop partnerships in order to promote the benefits of football and improve the facilities where football is played.

With over 1,700 teams, 30,000 players and 800 referees, Staffordshire FA is responsible for providing a support structure that enables players, volunteers, coaches and referees to develop individually or as part of a Club or League and most importantly, participate in a safe and enjoyable environment. We are a progressive County FA who celebrate our history and traditions but we do not dwell on them. We are a dynamic, fast moving and evolving organisation which is passionate about our sport and its long term success.

[www.staffordshirefa.com/about](http://www.staffordshirefa.com/about)





# MEET THE TEAM



**ENGLAND  
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**Adam Evans**  
Chief Executive  
Officer



**Kevin Staples**  
Head of  
Delivery



**Gareth Thomas**  
Commercial &  
Partnerships Lead



**Ash Willis**  
Communications  
Officer



**Joanne Adams**  
Finance  
Officer



**Vicky Collins**  
Senior Regulatory  
Officer



**Jan Scott**  
Designated  
Safeguarding Officer



**John Lilburne**  
Competitions &  
Memberships Officer



**George Taylor**  
Regulatory  
Assistant



**Joe Davidson**  
Apprentice



**Alex Scott**  
Senior Participation &  
Workforce Lead



**Chloe Matthews**  
Workforce  
Officer



**Gemma Machin**  
Equality  
Officer



**Jake Triggs**  
Football Participation  
Officer

# VISION, PURPOSE, VALUES & OBJECTIVES



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## ***PURPOSE***

Providing a safe and inclusive environment  
where everyone can achieve their football aspirations.



## ***VISION***

Support, Develop, Unite.

## ***VALUES***

Insightful, Innovative,  
Inclusive, Inspirational.

## ***FOUR STRATEGIC OBJECTIVES:***

***SUPPORT  
THE GAME***

***DEVELOP  
THE GAME***

***UNITE  
THE GAME***

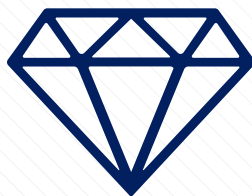
***SAFE & INCLUSIVE  
ENVIRONMENTS FOR  
THE GAME***

# STAFFORDSHIRE FA VALUES



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The values of the Association are to ensure they meet the business and strategic priorities for the county. These values establish the core at which our staff operate, to support the game across the county and to ensure we put the participant at the heart of what we do.



## ***INSIGHTFUL***

Having or showing an accurate and deep understanding.

## ***INNOVATIVE***

Introducing new ideas; original and creative thinking.

## ***INCLUSIVE***

Open and accessible to all.

## ***INSPIRATIONAL***

Providing or showing creative or spiritual inspiration.



# ROLE PURPOSE

- The Board of Directors is the ultimate decision making body of the Association. The Board is responsible for the setting of the Association's Strategy and maintaining a clear division between the Board's Management and the role of the Chief Executive Officer
- 
- To develop & support the workforce to develop commercial and partnership agreements in respect to the Staffordshire FA
- 
- To contribute to the overall company strategy and policy making by advising the board on maximising of commercial opportunities

## REPORTS TO

Chair of the Board of Directors



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# FURTHER DETAILS



Location	<p>The Post will work remotely at the discretion of the post holder. The post holder will be required to attend meetings and work from the office as and when agreed.</p>
Estimated time commitment to fulfil the role	<p>The role requires a commitment to attend Bi-Monthly Board meetings and working groups as required. Board Meetings are held bi-monthly and predominantly take place remotely on Thursday evenings and generally last in the region of two hours</p>
Remuneration or Expenses	<p>This is a voluntary role in which you will collaborate with the Board of Directors and the SMT in the strategic development of the organisation.</p> <p>Reasonable Expenses will be paid for County FA related business, in line with the current Expenses Policy of the Staffordshire 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



Commercial	<ul style="list-style-type: none"><li>• To work with the CEO, The Commercial &amp; Partnerships Officer and the board to maximise commercial opportunities across the Association by</li><li>• Work with the Commercial &amp; Partnerships Officer to identify partnership and sponsorship opportunities</li><li>• Ensuring consistent branding and marketing</li><li>• Reviewing partnership and sponsorship agreements and contracts</li><li>• Supporting the promotion of Staffordshire FA events and activities</li><li>• To work with members of staff and external consultants, as appropriate to set the strategic commercial direction for the Staffordshire FA</li></ul>
Governance	<ul style="list-style-type: none"><li>• Execute the responsibilities of a Company Director in accordance with the Companies Act (2006) and other relevant legislation</li><li>• Safeguard the interests of the Membership and stakeholders of the Association</li><li>• 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</li><li>• Oversee the management of risk to the Association, including matters of Health and Safety</li><li>• Develop and maintain an effective corporate governance structure</li><li>• 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</li><li>• Actively Contribute to constructive debate and discussions on all Board matters</li><li>• Promote equality of opportunity throughout the Association</li><li>• Fully participate in Board induction, training or development and performance monitoring</li><li>• Perform other responsibilities as assigned by the Board</li></ul>



# PERSON SPECIFICATION




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<b>Essential</b>	<ul style="list-style-type: none"> <li>• Significant, relevant experience and proven success in commercial roles</li> <li>• Strong knowledge and experience of marketing and communication</li> <li>• Strong negotiation skills</li> <li>• A sound understanding of the volunteer/professional relationship and how this can best work to support the work of the association</li> <li>• An understanding of and commitment to equality in action</li> <li>• Interest in grassroots sport and knowledge and understanding of not for profit organisations</li> <li>• Strategic leadership and management skills. The ability to develop and monitor organisational strategy</li> <li>• Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation</li> <li>• The ability to debate, discuss and challenge in a constructive manner</li> </ul>
<b>Desirable</b>	<ul style="list-style-type: none"> <li>• A business or marketing qualification</li> <li>• An understanding of our strategy "Uniting the Knot"</li> <li>• An understanding of The FA Grassroots Football Strategy and how this affects the work of the County Football Associations</li> </ul>

<b>Enhanced DBS Check required?</b>	NO
<b>Clean full driving licence?</b>	NO

**CLICK HERE TO APPLY**



**Staffordshire FA  
Dyson Court  
Staffordshire Technology Park  
Beaconside  
Stafford  
ST18 0LQ**

**01785 256994**

**[Support@StaffordshireFA.com](mailto:Support@StaffordshireFA.com)**



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