



WE ARE WILTSHIRE FA

EDUCATE. DEVELOP. SUPPORT.

WILTSHIRE FA CEO RECRUITMENT PACK

An aerial photograph of a large outdoor football training facility. The facility consists of several green artificial turf pitches, each with white and red markings. There are multiple goals set up on the pitches. In the background, there are rolling green hills and some buildings under a clear sky. The overall scene is bright and open.

ABOUT WILTSHIRE FA

Wiltshire FA, established in 1884, is the not-for-profit, governing body of football in Wiltshire. With over 1,600 teams and in excess of 20,000 players of all ages and abilities playing in the County, Wiltshire FA is proud to support football For All.

We offer administration and support to players, clubs and leagues to ensure our game is positive and inclusive. We believe our game should be played with RESPECT.

We offer professional training to enhance the skills of the football workforce and develop the next generation of coaches, referees, medics and administrators.

We deliver programmes and support facilities to inspire people to take part in football making sure there are enjoyable and accessible opportunities For All.

OUR VISION: Uniting the community to provide football for all.

OUR MISSION: Wiltshire FA to be regarded as leaders of grassroots football, listening, educating, administering, and developing the game for everyone.

STRATEGY OBJECTIVES

As a not-for-profit organisation we reinvest our funds back into grassroots football with the objectives to:

- Sustain & grow participation via flexible, inclusive, safe and accessible opportunities
- Maintain & develop relationships with stakeholders based upon trust and shared vision
- Provide exceptional standards of safeguarding to ensure football is an enjoyable experience
- Increase and utilise investment effectively to support grassroots football to be more sustainable
- Improve the quality & access to football facilities
- Provide outstanding training and education programmes for the football workforce
- Increase the profile of grassroots football through effective marketing and communication

Established in 1884, Wiltshire FA has been making a significant contribution to the community for over 135 years. With the vision to 'Unite the community to provide football for all', Wiltshire FA has grown to now support over 1,600 grassroots football teams, which is in excess of 20,000 participants, across the county.



OUR VALUES

WE ACT WITH INTEGRITY

WE DO THE RIGHT THING EVEN WHEN NO ONE IS WATCHING

WE ARE STRONGER TOGETHER

WE CREATE MEANINGFUL RELATIONSHIPS. WE WIN AND LEARN AS A TEAM

WE ARE RESPECTFUL

WE EMBRACE DIFFERENCES IN PEOPLE, IDEAS AND EXPERIENCES

WE STRIVE FOR EXCELLENCE

WE TAKE OWNERSHIP, ADAPT TO CHANGE AND CELEBRATE SUCCESS



WHY WE DO WHAT WE DO

WE ARE PASSIONATE ABOUT THE GAME

WE BELIEVE IN OUR IMPACT IN THE COMMUNITY

WE BELIEVE FOOTBALL IS GOOD FOR HEALTH, WELLBEING AND SOCIAL INCLUSION

WE ENJOY BEING PART OF A TEAM

WE WANT TO SUPPORT THE GAME AND HELP PEOPLE

WHAT IS IMPORTANT TO US

A POSITIVE WORKING ENVIRONMENT

OUR HEALTH AND WELLBEING

OUR PERSONAL DEVELOPMENT

FEELING VALUED

INCLUSION AND DIVERSITY

TRUSTING THE TEAM

HAVING A VOICE

HOW WE WORK TOGETHER

WE HAVE EACH OTHERS BACKS

WE TREAT PEOPLE WITH RESPECT

WE TRY TO SEE THE POSITIVE

WE JOIN IN AND SHARE OUR THOUGHTS

WE ACT WITH PROFESSIONALISM

WE MAKE TIME AND LISTEN TO EACH OTHER



CODE OF GOVERNANCE

In January 2020, The FA became the first national governing body in English sport to introduce a regional Code of Governance, with several other sports now following the model which has been endorsed by Sport England. The Code itself represents a 'Gold Standard' of governance, made up of 65 requirements based on Sport England and UK Sport's Code for Sports Governance. The requirements within the code enable a County FA to assess their current practices against the highest standard of corporate governance in football, supporting their development and ensuring they 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 gender diversity, ethnic diversity, and youth representation across the County FA network. In October 2021, The Wiltshire FA became the first County Football Association in England to meet all the criteria and have achieved the FA Code of Governance standard. Good governance is at the centre of effective organisations and the Code of Governance framework enabled us to review our current practices, implement new processes and provide transparency and accountability to our members. Effective governance is central to the successful delivery of our key strategic aims.



THE ROLE OF CHIEF EXECUTIVE OFFICER

Wiltshire FA is seeking to recruit a dynamic individual to be the next Chief Executive Officer (CEO) of the Association. The CEO will be responsible for the delivery of The FA Grassroots Football Strategy and the Wiltshire FA Business Strategy. The CEO will also be responsible and accountable for the day-to-day running of the Wiltshire FA and will be required to spearhead the strategic direction and culture of the company, and act as an ambassador for grassroots football. As Senior Safeguarding Lead (SSL) as outlined in The FA's Safeguarding 365 standard, the CEO will be responsible for leading the team to meet the compliance requirements for safeguarding within the Association, overseeing effective safeguarding delivery across grassroots football in Wiltshire.

It is expected that The Chief Executive is a full-time position with a salary banding of between £45,00-£50,000 per annum. The successful candidate will receive 28-days annual leave per annum, a contributory pension, and full training.

The role requires an enhanced DBS check, and an agreement to complete mandatory safeguarding training and a driving license is desirable, since the role requires travel around the County periodically.

Wiltshire FA is also able to offer the successful candidate the following benefits.

- Flexible working
- Health Assured Scheme
- An extensive training programme via The FA BootRoom
- Simply Health Cash Plan

CORPORATE GOVERNANCE STRUCTURE

In 2022 The Wiltshire FA implemented a new corporate governance structure, as outlined in the diagram. The Board is now supported by committees for Football Development, Football Services, Youth Council and Diversity & Inclusion. One member from each of these committees is able to attend Board meetings.



REPRESENTATION

Elected Wiltshire League Members

Wiltshire Schools Football

Armed Forces Football

Wiltshire Referee Association

Geographical Representatives

Senior Referee

Wiltshire FA Youth Council

Small Sided Football

Inclusion Advisory Group

Life Vice Presidents and Independent members

Purpose of Wiltshire FA Committees

- To debate issues and reflect the views of the members
- To support football within Wiltshire
- To make decisions on the recommendations put forward by the executive team for the benefit of the game
- To positively represent Wiltshire FA at all times and highlight the work being undertaken
- To provide clear feedback on decisions made to those the committees represent

COMPANY ORGANOGRAM



ROLE PROFILE

Role Title	Chief Executive Officer
Reports to	Chair of the Board of Directors

Role Purpose

- To lead delivery of The FA Grassroots Football Strategy and the Wiltshire FA Business Strategy.
- To be responsible and accountable for the day-to-day running of the Wiltshire FA.
 - To spearhead the strategic direction and culture of the Wiltshire FA and act as an ambassador for grassroots football.
 - To perform the role of Senior Safeguarding Lead (SSL) as outlined in The FA's Safeguarding 365 for County FAs, overseeing effective safeguarding delivery across the Wiltshire FA and grassroots football.
 - To support the adoption of FA technology systems across grassroots football.
 - To comply with FA rules, regulations, policies, procedures and guidance that are in place from time to time.

Direct Reports	Football Development Manager, Football Services Manager, Marketing Manager, Facility Manager and Finance Officer
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Location	Travel to the County HQ in Devizes, with public appearances at Wiltshire FA and members events from time to time.
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Working Hours	A minimum of 35-hours per week, inclusive of daily lunch breaks of 1-hour. Monday-Sunday, with some regular weekend work throughout the football season.
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Remuneration and contract type	The salary banding for the CEO is between £45,000 - £50,000 per annum. This is a permanent contract within the company
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RESPONSIBILITIES

AS CEO YOU WILL BE REQUIRED TO;

- Ensure the Board receives regular updates on safeguarding and are provided with all the information they require to fulfil their governance oversight duties and to scrutinise ongoing safeguarding policies and procedures.
- Embed safeguarding responsibilities and accountabilities into the Wiltshire FAs Business Strategy, Budget, Risk Register and Operational Plan.
- Accountable for ensuring that staff and volunteers deployed by the Association are suitable for their roles and uphold the values and behaviours of the Wiltshire FA through a safer recruitment policy and that this policy is applied to new appointments.
- Lead investigations into allegations made against Wiltshire FA staff or volunteers and/or other volunteers directly deployed on behalf of the Association to work with under-18s and adults at risk, including those who work on a temporary or locum basis.
- Generate a culture of listening to children and ensure there are processes in place to consider children and young people's views as part of the decision-making process.
- Ensure that the Health and Safety policies and procedures are implemented consistently across the Wiltshire FA in line with Health and Safety legislation.
- Responsible for the wellbeing, development and ongoing performance of the workforce.
- Work with the Board on matters relating to finance, corporate governance, football development, football services, marketing, communications, public relations and risk management.
- Attract increased investment into the Wiltshire FA by maximising assets and continually raising its image, profile and reputation.
- Responsible for relationship management with The FA and ensure that all activities are managed with integrity and the highest levels of compliance.
- Build strategic partnerships with key stakeholders to improve delivery and increase relevance of football locally.
- Ensure the Wiltshire FA is committed to promoting equality and diversity throughout all areas of its work and grassroots football.
- Provide the highest level of customer excellence to support volunteers across all FA Technology systems (FA Events, Whole Game System, Matchday app and Full-Time).
- Execute tasks as required in order to meet the Wiltshire FAs changing priorities.

PERSON SPECIFICATION

Qualifications	
Essential: Educated to degree level (or equivalent work experience).	Desirable: <ul style="list-style-type: none"> Recognised management qualification e.g. CMI, MBA. Recognised accountancy qualification e.g. ACCA, CIMA, CIPFA. A company secretary qualification.

Skills	
Essential <ul style="list-style-type: none"> Ability to lead a team with excellent communication and people management skills. Strategic level decision-making skills in a fast-paced and stakeholder-intensive environment. Business planning, objective setting and managing team and individual performance. Ability to influence effectively at all levels. Expertise in managing and engaging a wide range of stakeholders to create sustainable partnerships. Ability to lead the team in delivering exceptional customer service. Coaching and mentoring skills. Financial acumen and the proven ability to establish and monitor financial control systems and manage risk. Ability to develop and implement commercial strategies to generate income. Ability to work under pressure, handle multiple priorities and meet deadlines. Excellent IT skills including the use of Microsoft Office applications. 	Desirable
Knowledge	
Essential <ul style="list-style-type: none"> Fundamental understanding of running a business, including finance and human resource management. Experience in delivery of strategic objectives. Understanding of football governance and development. Knowledge of relevant legislation including company law, equality legislation, employment and health and safety legislation. Knowledge and understanding of safeguarding. 	Desirable <ul style="list-style-type: none"> Comprehensive understanding of The FA's Grassroots Football Strategy and how the County FA Business Plans support its delivery. Knowledge and understanding of working with volunteers. Knowledge of marketing. Previous experience of working in grassroots football or other sports-related governing bodies.



HOW TO APPLY

This recruitment process is being managed by the Nominations Committee of the Association. The Nominations Committee is responsible for the appointment of the new CEO.

To apply please complete the application form found on wiltshirefa.com/vacancies and return to Clive Archer by email to Clive.Archer@WiltshireFA.com or by post to Green Lane Playing Fields, marked Private and Confidential

For an informal conversation about the role please contact Clive Archer (Chair) by email to Clive.Archer@wiltshirefa.com

Please note: CV's and a cover letter will only be accepted if accompanied with a completed application form.

Closing Date: Wednesday 6th December 2023

Interview Date: Thursday 14th or Friday 15th December 2023



**ENGLAND
FOOTBALL**