



Independent Non-Executive Director (Communications & Partnerships) Role Profile

Role title	Independent Non-Executive Director (Communications & Partnerships)
Reports to	Chair of the Board of Directors

Role purpose	
<ul style="list-style-type: none"> • Collectively, the Board of Directors of Wiltshire 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 oversee the partnerships & sponsorship agreements in respect of the Wiltshire County FA. • To oversee the media and public relations of the Wiltshire County FA. • To contribute to the overall company strategy and policy making by advising the board on the maximising of commercial opportunities. 	

Location	Home based with occasional travel to Wiltshire FA Head Office, Green Lane Playing Fields, Green Lane, Devizes, Wiltshire SN10 5EP.
Estimated time commitment to fulfil the role	Commitment to attend bi-monthly (x6) Board meetings and occasional virtual meetings.
Remuneration and Expenses	This is a voluntary role, however travel expenses are paid for attendance at Board meetings at 0.27p per mile. In addition, there is an opportunity to purchase England International and FA Cup tickets and a ground pass for affiliated football in Wiltshire

Responsibilities	
<ul style="list-style-type: none"> • To work with the CEO and the board to maximise commercial opportunities across the Wiltshire County FA by : <ul style="list-style-type: none"> ➤ Identifying and supporting partnership and sponsorship opportunities ➤ Reviewing partnership and sponsorship agreements and contracts ➤ Identifying and supporting media relationships ➤ Ensuring consistent branding and marketing ➤ Supporting the promotion of Wiltshire FA events and activities. • Serve as a Director of Wiltshire 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. • Set challenging objectives for continuously improved performance. • Oversee the management of risk to the Association, including matters of Health and Safety. • 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.
- Promote equality of opportunity throughout the Association.
- Fully participate in Board induction, training or development and performance monitoring.
- Perform other responsibilities as assigned by the Board.
- Direct the efforts of the communication and public relations at the strategic and tactical levels.
- Coordinate media interest in Wiltshire FA and ensure regular contact with target media and appropriate response to media requests.
- Recommend short-and long-term Wiltshire FA communication & commercial goals and objectives to the Board of Directors.

Person specification	
Qualifications	
Essential	Desirable <ul style="list-style-type: none"> • A business, marketing or finance qualification
Skills	
Essential <ul style="list-style-type: none"> • 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. 	Desirable
Knowledge and experience	
Essential <ul style="list-style-type: none"> • Significant relevant experience and proven success in commercial and partnership roles • Strong knowledge and experience of marketing and communications • 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. • interest in grassroots sport and knowledge & understanding of not for profit organisations. 	Desirable <ul style="list-style-type: none"> • An understanding of The FA Grassroots Football Strategy and how this affects the work of the County Football Associations.



Enhanced DBS Check required?	YES
Check required on Companies House disqualified directors' register?	YES
Clean, full driving licence?	YES

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

FA value	Behaviours
Honesty	<ul style="list-style-type: none"> • Demonstrates the ability and courage to say no. • Possess the Courage To Face The Truth. • Does the right thing, not the easy thing. • Is real to themselves and others.
Approachability	<ul style="list-style-type: none"> o Listens carefully and is able to respond specifically to people's issues. o Shares perspectives in a professional manner and encourages others to respond. o Demonstrate good body language that provides people with the confidence to approach you. o Avoids showing negative emotions even when you receive bad news.
Inclusivity	<ul style="list-style-type: none"> o Openly collaborates with colleagues and partners in the game o Provides equal opportunity to people of different backgrounds, experience and perspective o Seeks out and embraces new ways of thinking and working
Transparency	<ul style="list-style-type: none"> o Adapts how information is presented to engage with a range of different stakeholder. o Provides stakeholders with a clear understanding of the business strategy and objectives. o Engages others in the decision-making process. o Informs the individuals about information which could affect them even if the news is not positive. o Challenges poor behaviours of colleagues and stakeholders
Excellence	<ul style="list-style-type: none"> o Seeks to achieve the highest levels of performance all the times o Can be persistent to achieve a standard that others consider impossible o Challenges others to go further and achieve more

Role profile reviewed and modified by:	
Date role profile reviewed and modified:	
Role profile authorised by:	

Signed by role holder (on appointment):	
Date signed:	

One copy to be retained by the role holder, one signed copy to be stored confidentially by the Association.