



NON-EXECUTIVE INDEPENDENT DIRECTOR ROLES - APPLICATION PACK

Business Development Director

Marketing & PR Director

People Director



**ENGLAND
FOOTBALL**

Who are Devon County FA?



As we develop a new 10 year vision for grassroots football in Devon, it is an exciting time to be joining the Association.

As an innovative and professional organisation, Devon County Football Association is a not-for-profit organisation responsible for the development and governance of grassroots football in Devon since 1888.

We are the guardian of grassroots football in Devon and we are committed to providing opportunities for all our communities to engage in football activities. We have delegated powers from The Football Association to manage rules and regulations to ensure fair play and safeguarding in the grassroots game, both on and off the pitch.

We are responsible for developing the local game and strive to positively influence football participation for all, regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

We support and develop over 34,000 players within 2,000 teams that play in over 400 clubs within the 17 sanctioned leagues. We also support thousands of volunteers, coaches and administrators and help develop and grow over 500 match officials as they develop a career within the game.

[Click here to view our 3 year strategy.](#)

Our Vision, Role & Values



Our Vision

To enhance lives through football in Devon.

Our Role

Unite and serve Devon football to provide an inclusive and enjoyable experience for all.

Our Values

Inclusive

We will foster a culture where everyone is welcome, celebrate the uniqueness of every individual and ensure football in Devon is for all.

Positive

We will promote positive behaviours throughout football, support each other through challenges, and encourage the enjoyment which can be achieved by being involved with the game in Devon.

Respectful

We will listen and appreciate all different perspectives, treat everyone with dignity and empathy and promote respectful behaviour.

Introduction to Devon County FA



Now is an exciting time to join Devon County Football Association.

Over the past 18 months we have seen a change in the leadership of Association with our previous CEO retiring after 17 years in charge, and myself taking the opportunity to lead the Association into the future. Alongside this significant change, we have also recruited a number of new executive staff who are based at our offices in Coach Road, bringing our team up to 16 staff across the organisation.

Our current business strategy has entered its final year and we are now developing an ambitious ten-year vision for grassroots football in Devon. This new vision will align with our forthcoming four-year business strategy, enabling us to focus our efforts in delivering an improved football experience for all the Devon Football Family.

Since launching our current business strategy in 2021 we have seen many challenges, reached a number of milestones and worked with our Devon Football Family to support and recognise them. We have seen progress across our business and the game on all fronts, namely;

- Growth in male participation across youth and adult formats
- Exceeding our target of a 1000 new females involved in football in Devon
- Continuing to lead the County in the number of disabled players accessing the game
- Increased opportunities in servicing and supporting the volunteers in our game
- Achieving The FA Code of Governance
- Being awarded the Preliminary Level in the Equality Standard for Sport

The Association faces ongoing hurdles as the game adjusts to the evolving ways people lead their lives and seek involvement, whether through playing, volunteering, or spectating.

I passionately believe the Association and the grassroots game in Devon is in a very strong position. Everyone at Devon County FA are passionately committed to supporting and developing the game for the benefit of all communities.

The future promises to be exciting and rewarding for all of those involved at Devon County FA, as we embed our strategy, strive to deliver key targets and objectives. An effective Board of Directors is a key element of an Association that aspires to be a high performing, respected and cherished organisation that delivers a high- quality football experience for all members of our Devon Football Family.



Chris French
Devon County FA CEO

FA 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.

The Devon FA have recently met all the criteria and were awarded the FA Code of Governance standard. We are one of the first County FA's to meet the standard, which emphasises and clarifies the strength in our principles of operating our business to the highest standards. 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.



Current Board Structure



Our Board of Directors are the ultimate decision makers and accordingly exercise all powers of the Association.

We have a unique blend of expertise that helps Devon County FA to be a leading County FA for governance and football participation.

The successful applicants will join our current Board of Directors, who are made up of representation from our Devon County FA Council and independent non-executive directors.

John Street

Chair

Chris French

CEO

David Parish

Leader of Devon FA Council

Tom Sampson

Safeguarding Board Champion

Jen Dixon

Inclusion

Bill Wilson

Senior Independent

Max Willey

Complex

Rod Hawker

Community Engagement

Chris Cole

Finance

Vacant

Marketing & PR

Vacant

Business Development

Vacant

People

The Role of The Board



The Devon County FA Board is tasked with the following key roles:

- Act as leaders to develop, support and govern across Devon to “Enhance Lives through Football”
- Lead the development, monitoring and evaluation of the Devon County FA business strategy
- Ensure safeguarding, equality, diversity and inclusion are core to the organisation
- Ensure that appropriate financial and Human Resources are in place for Devon County FA to deliver its business strategy
- Provide effective controls which enable risks to be understood, assessed and managed
- Provide monitoring and evaluation of success through effective performance management
- Ensure that the county FA obligations to its members and others are understood and met

Board Member Accountabilities

All Directors will hold a collective responsibility for ensuring the Devon County FA Board is efficient and effective. The following accountabilities apply to all Board Members:

Strategic
<ul style="list-style-type: none">• Serve as a director of the company 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• Constructively check, challenge, review and support the development of the Devon County FA's strategy and performance against objectives
Ambassador
<ul style="list-style-type: none">• Be a positive ambassador for football in Devon, representing Devon County FA• Act as a positive voice for the work of the Devon County FA• Work with all communities in Devon to promote inclusivity for all• Seek to expand public awareness of the work of Devon County FA
Performance
<ul style="list-style-type: none">• Monitor, review and evaluate organisational performance against agreed objectives• Ensure efficient and effective corporate governance• Contribute to constructive debate on all Board matters• Promote equality of opportunity throughout the Association• Perform other responsibilities as assigned by the Board

Board Member Accountabilities

Finance & Risk

- Oversee the management of risk to the Association, including matters of health and safety
- Monitor the financial affairs of the Association to ensure the effective use of financial and other resources
- Ensure systems of risk management and controls are in place
- Approve annual operating and capital expenditure budgets

People

- Ensure appropriate levels of resources to deliver the strategy
- Use expertise, time and connections to support staff
- Ensure there is a clear strategy in place to support the health and wellbeing of staff

Football

- Act in the best interests of football in Devon
- Ensure the organisation objectives promote equal access to all in the County
- Continually seek to improve the football experience for the Devon Football Family

The Roles



The Devon County FA is looking to recruit dynamic individuals to our Board. As a Director you will provide expertise and guidance to the Board and to the Executive Team.

The Board is collectively responsible for the Association's culture and leadership through sound corporate governance, the implementation of our strategic vision, strengthening of corporate identity, and stakeholder engagement. The Board facilitates the achievement of our strategy and oversees effective resource allocation whilst managing associated risks. It is accountable for fostering our sustainable success, as well as enhancing our profile and reputation, both regionally and nationally. Successful candidates will have a track record of inclusive leadership, as well as a strong appreciation of the role of corporate governance and the responsibilities of Non-Executive Directors.

They will be excellent communicators, with the ability to work creatively and collaboratively in a predominantly voluntary stakeholder environment. They will bring a strong empathy for, and embed themselves within, the broader culture of Devon County FA and the Devon Football Family.

We are committed to improving diversity within our organisation, starting at Board level, and we would like to specifically invite applications from under-represented groups. We would be delighted to hear from interested individuals who share our vision. You must have the ambition and expertise to help us deliver a bright future as we look to enhance a strong Board connected to the communities we serve.

Safeguarding is at the heart of what we do!

Devon County FA is committed to placing safeguarding at the core of all operations within grassroots football. To be successful in your role within Devon County FA, it is essential to commit to completing any necessary safeguarding requirements as mandated by Devon County FA or The FA.

The Roles



Business Development Director

The Business Development Director will be the strategic lead for the creation of a commercial strategy and provide informed advice and support to the organisation on business development and partnerships.

Marketing and PR Director

The Marketing and PR Director will provide direction and leadership in shaping the Associations marketing and communications strategy and improving the PR. They will evaluate and develop marketing strategies to support the Association in delivering its strategic business plan.

People Director

The People Director will provide lead and provide direction on supporting all people involved in the game across the County. They will support the senior management team and executive workforce to develop people plans to support internal staff and our external volunteer workforce.

The Roles



The Commitment

This is a volunteer role in which you will be expected to work closely with the Chair and CEO.

You will need to attend regular Board and FA meetings and events to collaborate with Board Directors and other stakeholders in the strategic development of the Association.

Whilst the role is voluntary, reasonable expenses will be paid. The role requires a commitment to attend around seven Board meetings a year. These are usually held on a Thursday evening at the County FA offices in Newton Abbot from 6pm.

The Association accepts the need for flexibility, so while attending the meetings in person is preferable, there is the opportunity to attend remotely via Microsoft Teams.

The Benefits:

By joining the Board of Devon County FA you will:

- Join a forward thinking, progressive sports organisation
- Make a difference to the people and communities of Devon
- Have the opportunity to work with key stakeholders within the grassroots and professional game
- Engage at a senior level with the national FA
- Share and impart your experience and expertise with others
- Broaden your network of contacts

Business Development Role Profile

Role purpose(s)

Business Development

- Act as an ambassador to Devon County FA and act as a custodian of the highest standards of integrity and governance. In particular, the director will bring recent and relevant commercial experience to provide support to the development of a commercial strategy and provide informed advice and support to the board on business development and partnerships that further the County's mission
- To direct and monitor the business affairs of the Association by determining the vision and strategy, plans, policies and financial investment required to achieve the overall long-term business objectives
- To direct and support the creation of a commercial strategy with executive staff and provide informed advice and support to the Board on business development and partnerships that further the Association
- To oversee all commercial and sponsorship agreements in respect of Devon County FA
- To provide advice to executive on improving customer service standards and use of insight that help grow the game of football across the county
- To act as an ambassador for the Association

Director Key Accountabilities

- Work with the CEO to ensure that the Association has a fit for purpose commercial strategy that supports the generation of income in line with the Associations strategic aims
- Support improved engagement with stakeholders
- Support improved customer services standards
- Identify and champion partnerships that help meet the strategic aims of the Association
- To work within an annual budget set aside for this role on the Board
- To serve as a Director of the Company and to actively participate in its strategic management

Business Development Role Profile

Director Key Accountabilities

- To execute the responsibilities of Company Directors in accordance with the Companies Act (2006) and other relevant legislation
- To safeguard the interests of the Membership and stakeholders of the Association
- To fully participate in Board induction, training or development and performance monitoring
- To oversee the Associations adherence to relevant advice and guidance by The FA
- To provide monitoring information for reporting to the Board on a quarterly basis.
- To set an example in the values and behaviours adopted, acting always in line with the Code of Conduct agreed by the Board
- To perform other responsibilities as assigned by the Board

Business Development Role Profile

Person Specification	
Qualifications	
Essential <ul style="list-style-type: none">• To have confidence to perform a specific function on the Board	Desirable <ul style="list-style-type: none">• No specific qualifications are necessary
Skills	
Essential <ul style="list-style-type: none">• Business and commercial management experience.• An active network of relevant contacts within local business and sports communities• Experience of securing investment from multiple sources• Ability to contribute to the strategic thinking and direction of the Association	Desirable <ul style="list-style-type: none">• Experience in generating, analysing and implementing customer insight• Company board level experience• Experience of delivering positive diversity and inclusion improvements• To be confident when debating important football issues at FA meetings and making sure the voice of Devon Football is heard
Knowledge & Experience	
Essential <ul style="list-style-type: none">• Possess or show willingness to have an understanding of grassroots football• The ability to debate, discuss and challenge in a constructive manner	Desirable <ul style="list-style-type: none">• Up to date and thorough knowledge of grassroots football volunteers and the role they play within football in Devon

Business Development Role Profile

Knowledge & Experience	
<p>Essential</p> <ul style="list-style-type: none"> • Excellent interpersonal skills including rapport-building, active-listening and inclusive questioning • Analytical and rational thinking. • Positive attitude and highly self-motivated with the ability to motivate others • Evidence of emotional intelligence and self-awareness • A strong commitment to promoting and embedding diversity and inclusion at all levels • The ability to form productive relationships both internally and externally and strategic partnerships for the benefit of the Association 	<p>Desirable</p> <ul style="list-style-type: none"> • Strategic leadership and management skills • Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation • Knowledge of the County FA Governance Code and National Game Strategy • Knowledge and understanding of the Safeguarding requirements for the Association • Knowledge and understanding of financial accounts, management accounts and budgeting • An understanding of and ability to manage financial risk in business. • Knowledge and understanding of the Companies Act (2006) and Articles of Association
Enhanced DBS Check required?	N/A
Check required on Companies House disqualified directors' register?	Yes

Marketing & PR

Role Profile

Role purpose(s)
<p>Marketing & PR</p> <ul style="list-style-type: none">• To develop a Marketing and Communication Strategy with relevant staff leading on and securing major sponsorship for the Association• Develop and implement public relations strategies to improve the CFA's position• To continually analyse and evaluate the marketing operations of the CFA.• Work with CEO and staff members on establishing and maintaining the CFA's reputation• To assist Devon County FA in expanding its network and maximising the reach of the sport• To act as an ambassador for the Association
Director Key Accountabilities
<ul style="list-style-type: none">• To work with relevant staff of Devon County FA and be responsible for the support and awareness of all Marketing and Communication matters• To lead on all Marketing and Communication that helps support and improve the PR of the Association• To oversee the Marketing, Communications and PR of the Association• To work within an annual budget set aside for this role on the Board• To advise the Board on Marketing opportunities which are related to the Association• To be the spokesperson for the Association on Marketing and Communication issues, and to advise other Directors as appropriate• To provide a report on the progression of achieving our marketing strategy that is contained within our business strategy• To ensure the Association is as Inclusive as possible within the wider community and be diverse through the Marketing and Communication of the organisation• To help improve the confidence of all staff when dealing with communication matters, be it through training or help guidelines produced

Marketing & PR

Role Profile

Director Key Accountabilities

- To serve as a Director of the Company and to actively participate in its strategic management
- To execute the responsibilities of Company Directors in accordance with the Companies Act (2006) and other relevant legislation
- To safeguard the interests of the Membership and stakeholders of the Association
- To fully participate in Board induction, training and development, and performance monitoring
- To oversee the Associations adherence to relevant advice and guidance by The FA
- To provide monitoring information for reporting to the Board on a quarterly basis
- To set an example in the values and behaviours adopted, acting always in line with the Code of Conduct agreed by the Board
- To perform other responsibilities as assigned by the Board

Marketing & PR

Role Profile

Person Specification	
Qualifications	
<p>Essential</p> <ul style="list-style-type: none">• To have confidence to perform a specific function on the Board	<p>Desirable</p> <ul style="list-style-type: none">• A qualification from the Chartered Institute of Marketing
Skills	
<p>Essential</p> <ul style="list-style-type: none">• Proven experience of working in a senior marketing and / or communications role• Proven experience of drafting and delivering a marketing & communications strategy• Proven experience of overseeing and delivering successful marketing campaigns• Proven experience with digital marketing forms such as social media marketing and content marketing• Strong understanding of public relations and the media industry• Experience of generating, analysing and implementing customer insight• Experience with digital marketing forms, such as social media and content marketing	<p>Desirable</p> <ul style="list-style-type: none">• Degree-level qualification in marketing and / or public relations / communications• Experience in generating, analysing and implementing customer insight• To be confident when debating important football issues at FA meetings and making sure the voice of Devon Football is heard

Marketing & PR

Role Profile

Knowledge & Experience	
<p>Essential</p> <ul style="list-style-type: none"> • Possess or show willingness to have an understanding of grassroots football • The ability to debate, discuss and challenge in a constructive manner • Excellent interpersonal skills including rapport-building, active-listening and inclusive questioning • Analytical and rational thinking • Positive attitude and highly self-motivated with the ability to motivate others • Evidence of emotional intelligence and self-awareness • A strong commitment to promoting and embedding diversity and inclusion at all levels • The ability to form productive relationships both internally and externally and strategic partnerships for the benefit of the Association 	<p>Desirable</p> <ul style="list-style-type: none"> • Up to date and thorough knowledge of grassroots football volunteers and the role they play within football in Devon • Strategic leadership and management skills • Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation • Knowledge of the County FA Governance Code and National Game Strategy • Knowledge and understanding of the Safeguarding requirements for the Association • Knowledge and understanding of financial accounts, management accounts and budgeting • An understanding of and ability to manage financial risk in business • Knowledge and understanding of the Companies Act (2006) and Articles of Association
Enhanced DBS Check required?	N/A
Check required on Companies House disqualified directors' register?	Yes

People Role Profile

Role purpose(s)

People

- To lead the Board in ensuring its responsibilities towards the welfare and safety of its members and people (including but not limited to employees, participants and volunteers) are factored into the decisions it makes
- To support the Devon County FA senior management team in its HR and people development practices
- To ensure Devon County FA fulfils its people commitments included in the Association's strategic plan
- To lead the development of a wellbeing strategy and a people plan
- To support Devon County FA's senior management team in embedding culture diversity and inclusion throughout the organisation
- To assist the Devon County FA in expanding its network and maximising the reach of the sport
- To act as an ambassador for the Association

Director Key Accountabilities

- Work with the Executive Workforce to develop an internal people plan which focusses on the development of employees and volunteers directly deployed by the County FA
- Work with the executive workforce to develop an external people plan which focuses on the volunteer workforce which underpins the grassroots game e.g. referees, coaches
- Ensure the Board has a clear oversight of all aspects of welfare and safety including but not limited to safeguarding (adults and children), mental health and wellbeing (including psychological safety), anti-doping (where applicable) and integrity issues
- Take the lead on the Board in establishing a culture, across the organisation, where welfare and safety is paramount
- Responsible for checking and challenging the Board on decisions that affect welfare and safety across the organisation

People Role Profile

Director Key Accountabilities

- Provide support for the executive staff on issues relating to welfare and safety
- Provide a direct route for people within the Association to raise welfare and safety concerns
- To serve as a Director of the Company and to actively participate in its strategic management
- To execute the responsibilities of Company Directors in accordance with the Companies Act (2006) and other relevant legislation
- To safeguard the interests of the membership and stakeholders of the Association
- To fully participate in Board induction, training or development and performance monitoring
- To oversee the Associations adherence to relevant advice and guidance by the FA
- To provide monitoring information for reporting to the Board on a quarterly basis
- To set an example in the values and behaviours adopted, acting always in line with the Code of Conduct agreed by the Board
- To perform other responsibilities as assigned by the Board

People Role Profile

Person Specification	
Qualifications	
Essential <ul style="list-style-type: none">• To have confidence to perform a specific function on the Board	Desirable <ul style="list-style-type: none">• No specific qualifications are essential to perform this role
Skills	
Essential <ul style="list-style-type: none">• Experience of working in HR, mental health and wellbeing or occupational health at a senior level.• Strong working knowledge of current UK employment legislation• Experience of developing HR or people strategy• Experience of leading equality, diversity and inclusion initiative	Desirable <ul style="list-style-type: none">• HR related qualification, and/or extensive HR or people development sector experience.• Recognised management qualification e.g.CIPD, MBA.• To be confident when debating important football issues at FA meetings and making sure the voice of Devon Football is heard
Knowledge & Experience	
Essential <ul style="list-style-type: none">• Possess or show willingness to have an understanding of grassroots football• The ability to debate, discuss and challenge in a constructive manner	Desirable <ul style="list-style-type: none">• Up to date and thorough knowledge of grassroots football volunteers and the role they play within football in Devon• Strategic leadership and management skills

People Role Profile

Knowledge & Experience	
<p>Essential</p> <ul style="list-style-type: none"> • Excellent interpersonal skills including rapport-building, active-listening and incisive questioning • Analytical and rational thinking. • Positive attitude and highly self-motivated with the ability to motivate others • Evidence of emotional intelligence and self-awareness • A strong commitment to promoting and embedding diversity and inclusion at all levels • The ability to form productive relationships both internally and externally and strategic partnerships for the benefit of the Association 	<p>Desirable</p> <ul style="list-style-type: none"> • Decision-making skills. The appropriate use of knowledge and experience to make informed decisions to the benefit of the organisation • Knowledge of the County FA Governance Code and National Game Strategy • Knowledge and understanding of the Safeguarding requirements for the Association • Knowledge and understanding of financial accounts, management accounts and budgeting • An understanding of and ability to manage financial risk in business. • Knowledge and understanding of the Companies Act (2006) and Articles of Association
Enhanced DBS Check required?	N/A
Check required on Companies House disqualified directors' register?	Yes

How to apply?



For an informal conversation about the role, please contact Chris French, CEO, by:

Email - chris.french@devonfa.com

Phone - 01626 302777

To apply for the role please submit the following to Dawn Rainbow via email (dawn.rainbow@devonfa.com)

- **Your CV**
- **A covering letter outlining why you feel you are suitable for the role**
- **Complete the equality and diversity form, link to be added**

The closing date for applications is 5pm on Friday 1st March 2024.

Devon County Football Association reserves the right to close the process earlier than advertised.

Interviews will be conducted on w/c Monday 4th March 2024.

[APPLY NOW HERE.](#)

