



# Guernsey County FA Communications Director

## Application Pack

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### **1. The Role**

Guernsey County FA is inviting applications for the position of Communications Director. We are looking for individuals with skills and experience in successfully creating and delivering marketing and communications strategies, who have a passion for developing grassroots football in Guernsey and the Bailiwick.

These are exciting times for Guernsey FA as we prepare to enter a new strategy cycle, which will guide the Association through until 2028. During this period, Guernsey's new 'Home of Football' will open, and this represents a unique generational opportunity to develop and grow the game.

This is a volunteer role in which you will be expected to attend Board meetings approximately seven times per year, in addition to attending other meetings and events. You will collaborate with Board Directors and other stakeholders in the strategic development of the organisation.

#### **What can we offer?**

- An exciting opportunity to be part of a forward- thinking progressing business
- To work with key stakeholders within grassroots game
- Access and commitment to personal development and training opportunities

### **2. About Guernsey FA**

Guernsey FA was founded in 1893 and is the local governing body for football in the island, and is responsible for the governance and development of football. Our purpose is to inspire lifelong journeys and positive change through football – by fostering accessibility, uniting the community, and enhancing the football experience for All.



### **3. Volunteering as the Communications Director**

The Communications Director is responsible for directing and supporting the creation of a Communications Strategy for the business with the aim of increasing awareness of the brand and the work that we do as a no-for-profit organisation.

The Board consists of a maximum of ten Directors who are appointed following an open recruitment process, with the exception of the company Chief Executive who sits In an Ex-Officio capacity. Board Meetings are usually held at the Guernsey FA Office, with approximately seven meetings held per annum.



#### **4. Role Profile**

<b>Role</b>	Communications Director (Independent Non-Executive)
<b>Reports to</b>	Chair of the Board of Directors

#### **Role Description & Purpose**

##### **Description:**

The Non-Executive Communications Director will act as an ambassador for Guernsey FA and act as a custodian of the highest standards of governance. The Director will bring relevant communications and PR experience that will enable strong and effective messaging across the business, and provide appropriate communications guidance as part of the organisation's risk management. They will work closely with the wider Board, and lead any relevant committees, ensuring that they are informed through relevant and timely information. They will be required to form a strong relationship with the CEO and salaried workforce, providing support and acting as a sounding board on all communications and PR matters.

##### **Purpose:**

- To provide direction and leadership in shaping Guernsey FA's Communications Strategy.
- To set and guide the strategy on all matters of communication and public relations.
- To provide leadership on all significant matters involving the media.
- To be an active board member, providing strategic oversight and to constructively challenge and review the Guernsey FA strategic plan.

<b>Location</b>	<ul style="list-style-type: none"><li>• Guernsey Football Association, Victoria Avenue Playing Field, Victoria Avenue, St Sampsons, Guernsey, GY2 4BB</li><li>• Flexible home working</li></ul>
<b>Time Commitment</b>	The post requires a commitment to attend 7 Board meetings a year. Meetings are normally held on the second Monday of a designated month, and normally last in the region of 2 hours. Inclusion on a sub-Committee may require additional time commitment.
<b>Remuneration &amp; Expenses</b>	Relevant expenses will be paid in line with the current Guernsey FA Expense Policy. Travel and accommodation expenses to FA events where The FA has agreed to reimburse the Association will be paid in line with the current County FA Expense Policy issued by The FA.



## Responsibilities

### General

- Serve as a Director of Guernsey FA and to actively participate in its strategic management.
- Execute the responsibilities of a Company Director in accordance with the Companies (Guernsey) Law 2008 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.
- Jointly oversee the management of risk to the Association.
- Develop and maintain an effective corporate governance structure.
- Monitor the financial affairs of the Association and ensure the effective use of Guernsey FA finances.
- Promote equality of opportunity throughout the Association.
- Represent the Association to partners and stakeholders of the Association in a professional manner.
- Act with discretion in respect of sensitive, confidential, or commercial information provided to you in this role.

### Communications

- Support the creation of a marketing and communications strategy for Guernsey FA.
- Support the development of the County FA brand and brand values, ensuring this is embedded and consistently applied across the organisation, and extended football community.
- Identify, adopt and implement KPIs and management information in order that the board can track and measure success.
- Be the strategic lead for all communication channels, overseeing content strategy and policy.
- To support in the production of all communication that will be shared with media outlets.
- Provide guidance, direction and mentoring to the executive workforce in the areas of communications and public relations management.
- Ensure that all areas within the remit of the role support, and adhere to, County FA policy and procedures on Safeguarding of children and AAR.

## Person Specification

### Qualifications & Experience

- No specific qualifications are essential to perform this role of Marketing & Communications Director but a degree-level qualification in Marketing and / or Public Relations / Communications is desirable.
- Proven experience of working in a senior marketing and / or communications role.
- Proven experience of drafting and delivering a communications strategy.
- Proven experience of overseeing and delivering successful marketing campaigns
- Strong understanding of Public Relations and the media industry
- Excellent media contacts [sport/football]
- 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 organization
- 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



## Skills & Personal Attributes

- Possess or show willingness to have an understanding of grassroots football.
- Analytical and rational thinking.
- Positive attitude and highly self-motivated with ability to motivate others.
- Evidence of emotional intelligence and self-awareness.
- A strong commitment to promoting and embedding diversity and inclusion at all levels.
- 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.
- Knowledge, understanding and interest in grassroots sport, particularly football, and other related activities.

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	
Guernsey FA Value	Behaviours
<b>INNOVATIVE</b>	Progressive and forward thinking to identify opportunities for continuous improvement: <ul style="list-style-type: none"> <li>• Identifies the need for, and drives required changes in practice, policy or procedure.</li> <li>• Challenges the norm in pursuit of new opportunities</li> <li>• Continuously seeks to improve efficiency and performance.</li> </ul>
<b>RESPECTFUL</b>	Sets the standards for respectful behaviour across the game: <ul style="list-style-type: none"> <li>• Accessible and receptive to feedback and insight without judgement</li> <li>• Avoids pre-judgement when listening to suggestions from others.</li> <li>• Committed to displaying Guernsey FA standards and values at all times.</li> </ul>
<b>INCLUSIVE</b>	Promotes that football is, and will remain, a game for everyone: <ul style="list-style-type: none"> <li>• Openly collaborates with colleagues and partners in the game.</li> <li>• Provides equal opportunity to people of different backgrounds, experience and perspective.</li> <li>• Seeks out and embraces new ways of thinking and working.</li> </ul>
<b>FOCUSSED</b>	Determined and accountable in serving the whole game continuously: <ul style="list-style-type: none"> <li>• Works tirelessly to overcome obstacles to achieve desired objectives.</li> <li>• Committed to ensuring agreed goals are completed</li> <li>• Maintains motivation for their team and themselves.</li> </ul>
<b>PROFESSIONALISM</b>	The very best outcome achieved by sustained professional excellence: <ul style="list-style-type: none"> <li>• Strives to achieve the highest levels of performance at all times.</li> <li>• Drives to achieve a professional standard that others aspire to</li> <li>• Personally motivated and challenges others to achieve more.</li> </ul>



Job description reviewed and modified by:	<i>Gary Roberts</i>
Date job description reviewed and modified:	<i>3.5.2024</i>
Job description authorised by:	<i>Gary Roberts / CEO</i>

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.

### **5. How to Apply**

Email a CV and covering letter, by no later than 5pm on Friday 17<sup>th</sup> May 2024, to Guernsey FA Chief Executive Officer, Gary Roberts; [gary.roberts@guernseyfa.com](mailto:gary.roberts@guernseyfa.com)

Please note that no applications will be accepted after this time.

We would be grateful if candidates could also complete and return the Equality and Diversity Monitoring Form attached. It is not compulsory to provide these details.

### **5. How to Apply**

Shortlisted applicants will be contacted no later than Monday 20<sup>th</sup> May 2024.

Interviews will be held in the week commencing 27<sup>th</sup> May 2022.

If required, second interviews may be held in order to determine the most suitable candidate for the role.