



**ENGLAND
FOOTBALL**

LEICESTERSHIRE & RUTLAND COUNTY FA

**COMMERCIAL AND MARKETING DIRECTOR
APPLICATION PACK**

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THE ROLE

LRCFA is inviting applications to join the Board of Directors as a Commercial and Marketing Director. We are looking for individuals to support the marketing and commercial services and processes of the LRCFA and review all marketing, commercial and investment opportunities to support and enhance the brand of the Leicestershire & Rutland County FA.

WHAT CAN WE OFFER?

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

ABOUT LEICESTERSHIRE & RUTLAND COUNTY FA

LRCFA is the governing body for football in Leicestershire & Rutland. We are responsible for leading and serving the game at the amateur level, a sector widely referred to as 'Grassroots' football.

LRCFA is committed to making the game of football as safe and enjoyable as possible for all those involved. LRCFA works closely with The FA, the game's Governing Body, in order to ensure that health and safety standards are met.

LRCFA MISSION	<i>Working for the benefit of our members and the whole community by delivering the highest standards of service for football in Leicestershire and Rutland.</i>
LRCFA VISION	<i>To get as many people playing football in the best possible environment.</i>
LRCFA VALUES	<i>Progressive Respectful Inclusive Determined Excellence</i>

VOLUNTEERING AS A BOARD DIRECTOR

LRCFA is committed to robust corporate governance and is working towards compliance with The FA's Code of Governance for County FA's. The Non-Executive Commercial and Marketing Director is a volunteer role in which you will be expected to attend Board meetings (up to 12 per year), collaborate with Board Directors, Staff, LRCFA Council and other stakeholders in the strategic development of the organisation.

Meetings are usually held at the LRCFA Headquarters – Holmes Park, Dog & Gun Lane, Whetstone, Leicestershire LE8 6FA or via Microsoft Teams.

Appointment will be for a term of three years, after which applicants are eligible for reappointment for a maximum of two further terms, a total of 9 years.

The role reports to the Chair of the Board of Directors.

ROLE PROFILE

ROLE PURPOSE:

- To maximise the commercial and sponsorship opportunities for the benefit of LRCFA.
- To support the public relations, marketing and to maximise commercial opportunities for the LRCFA developing relationships with local leaders, local businesses, our MPs, local authorities, Universities, Third Sector and other organisations to promote the work of the LRCFA.
- To support the marketing and communication processes of the LRCFA and to review all commercial opportunities to support and enhance the brand of the LRCFA.
- To support LRCFA senior leadership in embedding a culture of diversity and inclusion throughout the organisation

Collectively, the Board of Directors of LRCFA 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.

RESPONSIBILITIES:

- Serve as a Director of LRCFA and to actively participate in its strategic management.
- To support the LRCFA senior leadership through the provision of insight and advocacy for the development of the game (diverse opportunities and participants).
- Establish clear objectives to deliver the agreed strategy and business plan and regularly review performance against those objectives.
- To actively contribute to policy development, strategic direction, goals and target setting, and evaluate performance against targets, budgets, and plans.
- To execute the responsibilities of a Company Director in accordance with the Companies Act (2006) and other relevant legislation.
- To safeguard the interests of the Membership and stakeholders of the Association.
- To set challenging objectives for continuously improved performance.
- To develop and maintain an effective corporate governance structure.
- To contribute to constructive debate on all Board matters.
- To promote the implementation of equality of opportunity throughout the Association.
- To fully participate in Board induction, training or development and performance monitoring.
- Undertake such other duties as LRCFA Board may direct from time to time.



PERSON SPECIFICATION

SKILLS

ESSENTIAL

- Digital, marketing & communications qualifications or extensive sector experience.
- 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 for 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

ESSENTIAL

- An understanding of The FA Grassroots Football Strategy and how this affects the work of the County Football Associations.
- Thorough knowledge and understanding of the Safeguarding Requirements for the Association
- An understanding of and a commitment to the understanding of and implementation equality in action.
- Interest in grassroots sport and knowledge & understanding of not for profit organisations.

DESIRABLE

- Knowledge of other areas of legislation including health & safety and GDPR.
- Customer experience and engagement.

THE ROLE HOLDER WILL BE EXPECTED TO UNDERSTAND AND WORK IN ACCORDANCE WITH THE VALUES AND BEHAVIOURS DESCRIBED BELOW

LRCFA VALUE	BEHAVIOURS
PROGRESSIVE	<p>Embraces new thinking in pursuit of continuous improvement</p> <ul style="list-style-type: none"> • Identifies the need for, and actions change in direction, practice, policy or procedure • Questions the way things are done and takes informed risks • Continuously seeks to improve efficiency and performance
RESPECTFUL	<p>Sets the standards for respectful behaviour across the game</p> <ul style="list-style-type: none"> • Maintains people's self-esteem when interacting with them • Avoids pre-judgement when listening to suggestions from others • Seizes the opportunity to apply LRCFA standards at all times
INCLUSIVE	<p>Champions end ensures that football is, and will remain, a game for everyone</p> <ul style="list-style-type: none"> • Openly collaborates with colleagues and partners in the game • Provides equal opportunity to people of different backgrounds, experience and perspective • Seeks out and embraces new ways of thinking and working
DETERMINED	<p>Tenacious and accountable. Serving the whole game and doing the right thing</p> <ul style="list-style-type: none"> • Works relentlessly to overcome roadblocks or obstacles to achieve the goal • Remains focused on seeing agreed goals through to completion taking pride in their work • Maintains motivation for their team and themselves
EXCELLENT	<p>The very best outcome achieved by sustained excellence in performance</p> <ul style="list-style-type: none"> • Seeks to achieve the highest levels of performance at all times • Can be persistent to achieve a standard that others consider impossible • Challenges others to go further and achieve more

CHECK COMPANIES HOUSE DISQUALIFIED DIRECTORS REGISTER?

Yes

CLEAN FULL DRIVING LICENCE?

Yes

HOW TO APPLY

- Complete the **Online Application Form** no later than **Friday 18th March**. Please note that no applications will be accepted after this time.
- Provide the **Equality and Diversity Monitoring Form** and return to Jobs@LeicestershireFA.com. Please note that completing this form is entirely voluntary.
- LRCFA is committed to equality of opportunity for all. We would particularly welcome applications from women, people with Disabilities and Black, Asian and Minority Ethnic Communities as they are currently underrepresented within the organisation.

SELECTION PROCESS

- Applicants will be contacted on **Monday 21st March**.
- Interviews will be held on **Wednesday 23rd March**.
- If required, second interviews may be held in order to determine the most suitable candidate for the role.

If you have any queries regarding the role, please contact Kelly Ellis, LRCFA Chief Executive, Email: Kelly.Ellis@LeicestershireFA.com

