



NON-EXECUTIVE BOARD DIRECTOR **APPLICATION PACK** 2020



WE ARE ON A MISSION TO HARNESS THE POWER OF GRASSROOTS FOOTBALL TO ENRICH LIVES

INTRODUCTION

Thank you very much for your interest in applying for a role as a Non-Executive Board Director at the London FA. I am passionate about grassroots football and the role that it plays in bringing together people and communities for the benefit of all.

London FA's mission is to govern, safeguard and develop the grassroots game to ensure the best and most welcoming football experiences for all across the capital.

You can download a copy of our exciting new strategy at the link below:

www.londonfa.com/about/london-fa-strategy-2020-2025

Whether you're a lifelong football enthusiast, player, volunteer, coach or a corporate professional looking to volunteer your expertise, we are committed to creating a Board of diverse skills, experience and backgrounds that can add value to the game.

We are running an open recruitment process to attract and recruit the best people for the roles. In this pack, you will find details of the skills and experience we are looking for, the values we live by and the process for applying.

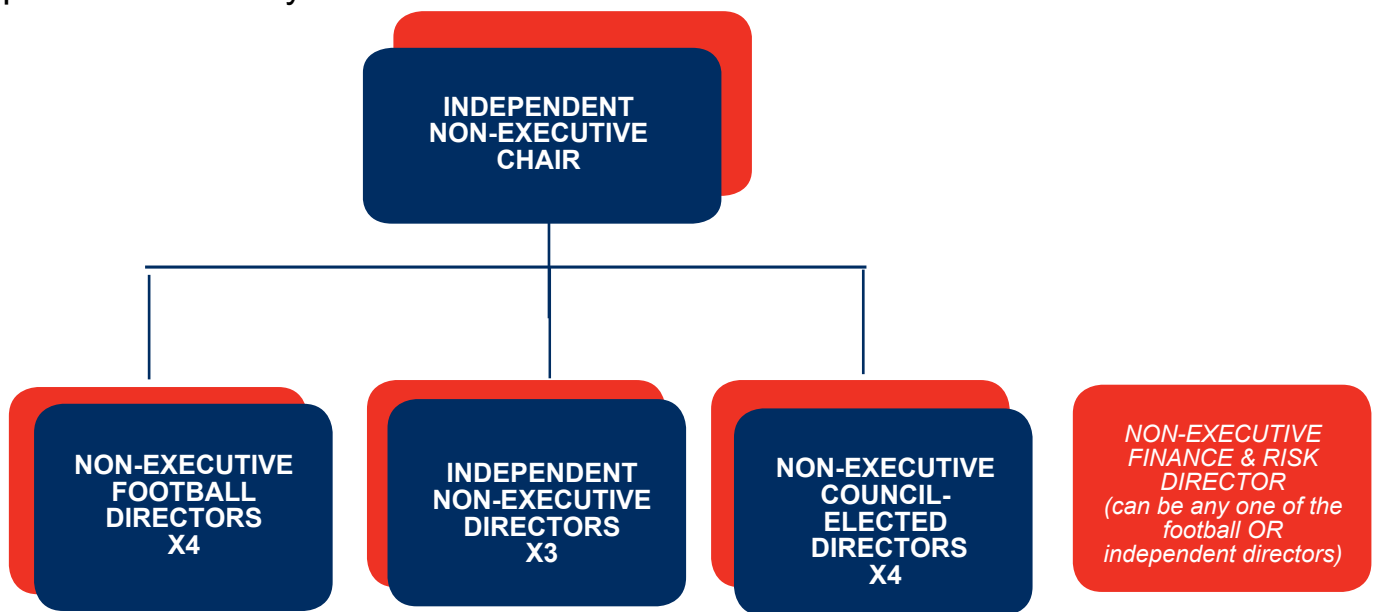
If you have any questions, please contact Paul.Bickerton@londonfa.com, our CEO. I am looking forward to reading your application.

James Middlehurst
London FA Chair



OUR BOARD STRUCTURE

The Non-Executive Board of Directors will ensure the London Football Association (LFA) is effectively and efficiently run, with appropriate oversight and governance, in line with the Sport England Code for Sports Governance and FA Code of Governance for County FAs. With representation from experts in football (which includes our Council-elected Directors), finance and corporate professionals, diversity of thought and experience will add value to our strategy, plans and delivery.



BOARD ROLE OVERVIEW

LFA Board Role Overview	Act as leaders to promote, foster, develop and support grassroots football in London
	Create and evaluate the LFA's strategic direction , objectives, mission, plans & values
	Make sure that the financial resources & people are in place for the LFA to meet its objectives
	Provide effective controls which enable risks to be understood, assessed and managed
	Provide monitoring and evaluation of success through effective performance management
	Ensure that its obligations to its Association Members and others are understood and met

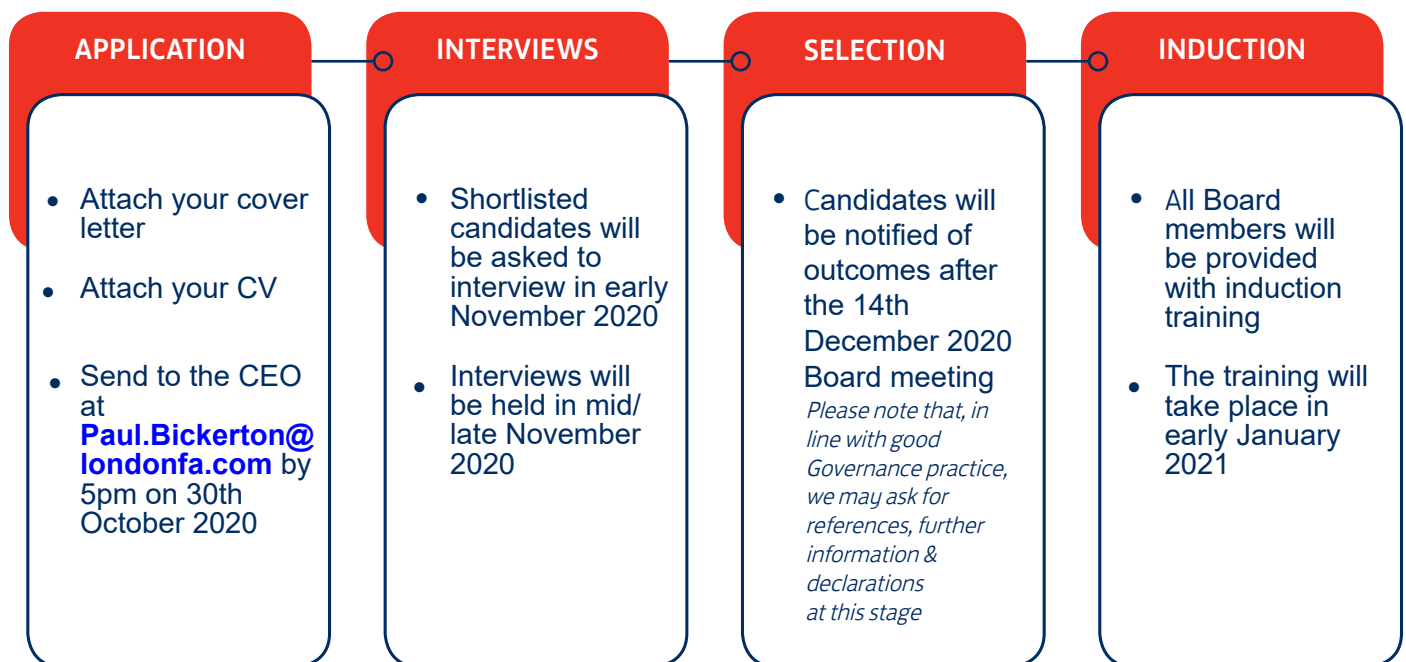
COMMITMENT

The term of appointment is three years. Existing directors may seek reappointment and there is a limit of three term of three years. Non-Executive Board Directors will be expected to commit a minimum of 8 hours each month. This time includes attending quarterly Board and Council meetings. All Board Directors will be required to attend induction training and regular safeguarding training.

APPLICATION PROCESS

We know that applying for roles can be time consuming, so we've made our application process as simple as possible. All we need from you at this stage is two things:

- A cover letter explaining why you wish to apply and why you think you are suitable
- A copy of your CV



AVAILABLE ROLES & FURTHER INFORMATION

There are seven (7) positions available on the LFA Board through this open recruitment process. These are **3 x Independent Non-Executive Directors** and **4 x Non-Executive Football Directors**. One of these positions can be a Finance & Risk Director.

For an informal discussion regarding any of these positions please contact the CEO, Paul Bickerton, on Paul.Bickerton@londonfa.com

Diversity is at the heart of our strategy, because it is at the heart of grassroots football in London. We pride ourselves on the increasing diversity of our Board. We encourage applications from the widest range of backgrounds, particularly where there is often under-representation. We are particularly keen to encourage female, black, Asian and LGBT+ applicants, and applications from those with disabilities and from minority ethnic, faith and racial groups.

NON-EXECUTIVE BOARD OF DIRECTORS SKILLS MATRIX

The Non-Executive Board of Directors **skills matrix** gives an overview of the type of skills and experience we feel would add value to the LFA. We are keen to hear from applicants who feel they have the skills outlined below for the role they are interested in.

		Expertise	Specialisms	Experience	Knowledge	Overview
Expertise, Experience & Knowledge	Non-Executive Football Directors Add value through sporting experience and connection with service users	Experienced in one or more of the following areas in football from a professional or grassroots background:	<ul style="list-style-type: none"> • Playing • Coaching • Managing • Volunteering • Professional football • Small sided recreational football • Refereeing 	A widely recognised role model for their expert area within football Understands the importance of inclusion and diversity	A depth of knowledge gained through experience in their specialist football activity	Able to understand, communicate and champion the needs of the diverse football community in London
	Non-Executive Independent Directors Add value through perspective, professional expertise & corporate experience	Qualified & experienced professionals with senior leadership expertise in any of the following areas:	<ul style="list-style-type: none"> • Legal & governance • Commercial & sponsorship • Marketing & communications • HR & people development • Inclusion & diversity 	A career with depth of experience in a specialist area at a senior level and breadth of expertise in organisational leadership	A thought leader within their subject, able to communicate and advise on best practice approaches	Able to translate professional knowledge and expertise to the LFA context and make sure of effective leadership in area of specialism
	Non-Executive Finance & Risk Director Adds value to the Board through expert financial advice and risk mitigation	An accountant and experienced senior leader from a financial / risk management role where advising non-financial leaders is key to corporate success and sustainability		A professional career at a senior level in finance and risk management	A depth of knowledge of accounting, reporting, risk management & governance	Able to provide best practice advice and guidance to the Board on all finance and risk related matters

NON-EXECUTIVE BOARD OF DIRECTORS KEY CHARACTERISTICS

All Directors will hold collective responsibility for making sure the LFA Board is efficient and effective. The following characteristics apply to all roles.

Board Characteristics : All Board Directors	All Board Members	
	Strategic advisor	<ul style="list-style-type: none"> • Constructively check, challenge and support the development of the LFA's strategy • Support the development of plans and programmes that will deliver the strategy • Approve the annual operating and delivery plan
	Active ambassador	<ul style="list-style-type: none"> • Be a positive ambassador for football in London, representing the LFA • Act as a positive voice for the work of the LFA with the media • Seek to expand public awareness of the work of the LFA
	Performance evaluator	<ul style="list-style-type: none"> • Monitor organisational performance against plans • Review and evaluate organisational performance against agreed objectives • Make sure of efficient and effective corporate governance
	Finance & Risk manager	<ul style="list-style-type: none"> • Demand robust measures to ensure integrity of finances • Ensure systems of risk management and controls are in place • Approve annual operating and capital expenditure budgets
	People leader	<ul style="list-style-type: none"> • Determine and approve appropriate levels of resources to deliver the strategy • Advise on the appointment, management & remuneration for Senior Executive Team • Use expertise, time and connections to support employees
Sports savvy	<ul style="list-style-type: none"> • Act in the best interests of football in London • Develop and maintain critical key relationships with the various sporting partners • Continually seek to improve the sporting experience for all 	

ROLE SPECIFIC ACCOUNTABILITIES

With specific skills and experience, the Directors will add value to the Board by taking ownership of the following role specialist responsibilities:

	Football	Finance & Risk	Independent
Strategic advisor	<ul style="list-style-type: none"> Act as strategic adviser to the Board and staffing team on football 	<ul style="list-style-type: none"> Act as a strategic adviser on all financial and risk matters 	<ul style="list-style-type: none"> Act as a strategic adviser to the Board and staffing team on area of specialist expertise
Active ambassador	<ul style="list-style-type: none"> Act as a positive two-way communications conduit between members and the Board 	<ul style="list-style-type: none"> Act as an ambassador for good governance with the Board, staffing team, partners and key funders 	<ul style="list-style-type: none"> Seek out and utilise business connections to build partnerships to support delivery
Performance evaluator	<ul style="list-style-type: none"> Make sure that football products and programmes are having the desired impact on the field 	<ul style="list-style-type: none"> Regularly review the financial performance of the organisation and report to the Board 	<ul style="list-style-type: none"> Make sure best practice performance management is embedded in area of expertise
Finance & Risk manager	<ul style="list-style-type: none"> Advise on areas of risk related to area of expertise 	<ul style="list-style-type: none"> Introduce and maintain robust financial and risk procedures 	<ul style="list-style-type: none"> Advise on finance & risk elements related to area of expertise
People leader	<ul style="list-style-type: none"> Add value to the Board acting as a subject matter expert on participants, volunteers and coaches 	<ul style="list-style-type: none"> Add value to the Board acting as a subject matter expert and mentor on finance & risk 	<ul style="list-style-type: none"> Add value to the Senior Executive Team acting as a subject matter expert and mentor in area of expertise
Sports savvy	<ul style="list-style-type: none"> Keep up to date with the latest thinking on football 	<ul style="list-style-type: none"> Whilst an interest in football is an advantage – previous experience working within sport is not a requirement 	

Role Specific Accountabilities



OUR SHARED VALUES AND BEHAVIOURS

Our values are at the heart of the LFA. Applicants are required to demonstrate positive behaviours that support these values.

		Values	Behaviours
London FA Behaviour Framework – All Board Roles	Integrity	We apply the principles of honesty, trustworthiness and fairness to everything we do	<ul style="list-style-type: none"> • Accountability • Decision-making • Trust • Transparency
	Leadership	We get the best out of other people and support and inspire them to maximise their potential	<ul style="list-style-type: none"> • Vision • Empowerment • Partnership • Achievement
	Performance	We deliver high quality work to exacting standards and actively embrace new ways of working	<ul style="list-style-type: none"> • Focus • Initiative • Insight • Innovation
	Collaboration	We work together to make great things happen for our organisation and our sport	<ul style="list-style-type: none"> • Responsibility • Teamwork • Inclusion • Communication

