



# MIDDLESEX FOOTBALL

<b>Job title</b>	Commercial & Partnerships Manager
<b>Reports to</b>	Chief Executive Officer

<b>Job purpose(s)</b>
<ul style="list-style-type: none"><li>• To research, identify, develop and implement commercial, business and project opportunities for Middlesex FA and Rectory Park.</li><li>• To develop and lead Middlesex FA's commercial partnership and marketing strategies.</li><li>• Support with the planning, organisation and delivery of Middlesex FA events across all aspects of the business.</li><li>• To effectively manage the Customer Excellence provision across Middlesex FA.</li><li>• Manage the effectiveness and efficiency of internal operational processes.</li><li>• To support the adoption of FA technology systems across grassroots football.</li><li>• To comply with FA rules, regulations, policies, procedures and guidance that are in place.</li><li>• To contribute to the effective implementation of The FA's Safeguarding Operating Standard for County FAs.</li></ul>

<b>Location</b>	Office based (Middlesex FA HQ, UB5 5FA) with some travel across the county.
<b>Working hours</b>	35 hours per week. Flexible working hours between 8:00am – 6:00pm with a requirement of 2 days in the office per week. Some evening and weekend work will be required.
<b>Contract type</b>	Permanent
<b>Salary</b>	£30,000-£35,000 per annum

<b>Responsibilities</b>
<ul style="list-style-type: none"><li>• Develop, build, lead and manage a Commercial Strategy for Middlesex FA, including the development of relationships with commercial, sponsors and charitable partners – as well as developing partnerships with key agencies and stakeholders, to support the overall County FA business objectives.</li><li>• As part of the Commercial Strategy, identify and engage with suitable partners and represent Middlesex FA in these discussions and negotiations.</li><li>• Identify and source external funding opportunities (Funders, Commissioning work, programme bidding) to support the business with the delivery of its business plan.</li><li>• Establish positive relationships with local and national organisations to benefit Middlesex FA.</li><li>• Manage the relationship with existing partners to ensure contractual delivery and to strengthen the relationship in order to lead to renewal and potential expansion.</li><li>• Develop and lead Middlesex FA's marketing and communication strategy to maximise impact and reach across all areas of the County.</li><li>• Manage the relationship with a communications partner to ensure the delivery of Middlesex FA's marketing and communication strategy.</li><li>• Plan and oversee the implementation of new marketing and communication initiatives, liaising with Middlesex FA staff to maximise impact across social channels following the delivery of projects and events.</li><li>• Support with the effective planning, organisation and delivery of Middlesex FA events including Equality, Diversity and Inclusion initiatives.</li><li>• Establish and embed a culture of customer excellence across the business.</li><li>• Provide excellent customer service to MiddlesexFA grassroots stakeholders and partners.</li><li>• Maximise dissemination of message by exploring the purchase and / or build of a comprehensive database of all football-interested people in Middlesex, working with The Football Association where appropriate.</li><li>• Provide support to the Chief Executive Officer in achieving Middlesex FA's Business Strategy, including reviewing performance against the strategic objectives.</li></ul>



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- Provide business support to the Middlesex FA Board and CEO to ensure the timely and efficient discharging of their duties.
- Actively seek ways in which Middlesex FA can improve business efficiency through the implementation of effective processes and procedures both internally and externally.
- Support the Senior Management Team to understand the 'Growth Valued Added' across FA, Middlesex FA and Partner programmes and initiatives, demonstrating value for money.
- Contribute to ensuring that safeguarding and equality are embedded throughout MFA and grassroots football.
- Use national and local customer insight to drive delivery of the National Game Strategy.
- Execute tasks as required to meet Middlesex FAs changing priorities

## Person specification

### Skills

#### Essential

- Ability to effectively identify and manage the stages of commercial partnerships.
- Ability to work confidentially and productively with a high level of tact, diplomacy and flexibility.
- Excellent IT skills, including the use of Microsoft Office applications such as PowerBi.
- Ability to work independently and as part of a team.
- Excellent time management and prioritisation skills.
- Excellent problem-solving and decision-making skills.
- Outstanding communication and presentation skills.
- Exceptional customer service.
- Budget management skills.
- Strong data analysis, and reporting skills.
- Influencing skills to champion change.

#### Desirable

- Experience of marketing and communications.
- Experience of events management.
- Experience of facility management.
- Experience of managing health & safety.

### Experience

#### Essential

- Experience in the creation of commercial partnerships.
- Experience in negotiating and concluding commercial partnerships.
- Practical experience of technology and data systems/platforms.
- Experience of analysing and interpreting complete and incomplete data to inform decisions.
- Experience of project management and utilising appropriate software e.g. Smartsheet.
- Experience of utilising mapping programmes to support strategic and logistical planning.
- Demonstrate a working knowledge of inclusion, equality, anti-discrimination and safeguarding.
- Knowledge of the structure and partner organisations within football, nationally and within Middlesex locality.

#### Desirable

- Track record of engaging with business partners.
- Knowledge of The FA's Grassroots Football Strategy.
- Knowledge and understanding of working with volunteers.
- Knowledge of local grassroots football.

### Enhanced DBS Check required

Yes

### Clean, full driving licence?

Yes



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

FA value	Behaviours
COMMITTED	We are committed to doing the right thing. Governing the game in a way that's fair to all and treats everyone the same regardless of age, disability, gender reassignment, race, religion or belief, sex, sexual orientation, marriage and civil partnership, pregnancy and maternity.
CREATIVE	We are creative. Adopting creative solutions to ensure we stay ahead of the game and meet the needs of our football community. We will focus on the future and learn from the past.
COLLABORATIVE	We are collaborative. We will engage with local and national partners to offer benefits to our football community. We will collaborate with our clubs, leagues, referees, players, coaches and volunteers to ensure we are meeting their needs and listening to their feedback. We will collaborate with each other to share knowledge, provide feedback and work as a team to meet our common goal.
CONNECTED	To be connected. We are connected to the community we serve, implementing a customer-focused approach that puts the participant at the heart of what we do.

#### **Benefits of working at Middlesex FA**

- Flexible working, combining office and home locations to suit your needs and the business
- Workplace pension scheme
- A day off on your birthday
- Access to the cycle to work scheme
- Free Nike Staff Uniform every year
- Employee Assistance Programme
- Access to FA Cup Final Tickets and England Tickets at Wembley
- Opportunity to be part of the Health and Wellbeing Group (This group supports all staff on a range of topics such as fundraising for our Charity Partner, Health and Fitness, Wellbeing Workshops, Staff Socials and much more)
- 2 Volunteering days a year (to take place in Middlesex)
- Personal Development Budgets
- Professional Development Plan
- 20 days annual leave as standard
- Additional Days leave after 5 years' service
- 15% Staff Discount at Rectory Park

<b>Job description reviewed and modified by:</b>	Kayleigh Saunders, Chief Executive
<b>Date job description reviewed and modified:</b>	16/06/2023
<b>Job description authorised by:</b>	John Taylor, Chair

<b>How to apply</b>	Submit your CV and Cover Letter on the link below. <a href="https://middlesexfa.peoplehr.net/Pages/JobBoard/Opening.aspx?v=e71de2a9-733d-4528-aad9-f130e1c4c188">https://middlesexfa.peoplehr.net/Pages/JobBoard/Opening.aspx?v=e71de2a9-733d-4528-aad9-f130e1c4c188</a>
<b>Deadline for applications:</b>	Monday 21 <sup>st</sup> August 2023
<b>Interview Date:</b>	Wednesday 30 <sup>th</sup> August 2023

One copy to be retained by the job holder, one signed copy to be stored confidentially by the employer.