



## Independent Non-Executive Director

### Background

Brentford Football Club is a professional football club based in the London Borough of Hounslow, that currently plays in the English Football League Championship. The Club was founded in 1889 and had called Griffin Park its home since 1904. This season, 2020/21 represented the start of a new era for Brentford, with the Club moving to a new, 17,250-seater stadium with outstanding facilities for fans, broadcasters, corporates and the community. The new stadium is the cornerstone of a longer-term vision that aims to see Brentford FC reach the Premier League on the field and ensure that the Club is sustainably run off the field. Situated next to the M4, the new Brentford Stadium is located a mile from Griffin Park and is at the centre of the Brentford East redevelopment scheme, which includes the construction of more than 900 new homes, a new purpose-built location for Brentford FC Community Sports Trust, and a public square with shops and cafés. Brentford FC plays a very active role in its local community. It wants to ensure that it continues to build on its open, accessible and welcoming reputation and its recognition across the sector as a leader in this area.

The Club is a four-time winner of the EFL Community Club of the Year Award and is the only professional football club in the UK with a Business in the Community and Community Mark Award. In total, Brentford FC Community Sports Trust delivers more than £13 million of social benefit to the West London area.

### Collectively, the Board's purpose is:

- To identify Brentford Football Club's key areas and aims for strategic development, and to hold the Executive to account to make these a priority over the appropriate timeframe.
- To ensure that the necessary financial and human resources are in place for the club to deliver those key strategic areas.
- To input into the board strategy in their particular area of expertise.
- To provide entrepreneurial experience to the club within a framework of prudent and effective controls which enable risk to be assessed and managed.
- To develop and promote its vision, the owner's and club's purpose, culture, values and behaviours and support the CEO and Executive to deliver the Clubs strategic objectives.
- To ensure that its obligations to the owner and other key stakeholders are understood and met.
- To ensure that Brentford Football Club is constantly progressing toward its aims of being the most inclusive football club in the UK.





## Specific Board Responsibilities

- The appointee will be required to attend 6 board meetings per year and other committee meetings.
- Is required to attend matches and other BFC and external events.
- Is able to use their own work experience, expertise, knowledge and their own established and transferable network of contacts in relevant fields to support the work of the board.
- To inform and update the Board to help facilitate and support the Board process.
- To ensure that diversity and equality of opportunity are addressed throughout the work strands of the organisation.

## Role Responsibility

In order to complement the skills of our existing directors, we are looking for someone with demonstrable senior experience in skills that are currently underrepresented on our board, primarily in: **Community and Stakeholder Engagement**. The appointee will leverage their professional expertise and passion to help the Board develop off the field strategies that broaden and deepen our engagement with all our local stakeholder groups e.g., the community, fans, companies, local government, residents, with a particular focus on extending our relationships with under-represented groups, especially those who are in ethnically diverse, disabled and gender groups.

## Person Specification

- A successful track record in some or all of: community engagement, CSR, communications/public relations, government relations would bring skills to this role that are currently not present on the Board.
- Candidates should have a good understanding of the role and responsibilities of a Non-Executive Director and have skills that directly impact the strategy of the club
- The candidates should be able to consistently exercise good judgement, rooted in strong moral and ethical principles.
- Experience in establishing lasting collaborations.
- Ideal candidates will present with a 'can do' attitude to problem-solving, constantly seeking constructive solutions to our aim of building strong relationships within our community.
- A strong understanding of EDI: Brentford FC serves a highly diverse community, and our Board should reflect that diversity. Brentford FC will achieve its greatest impact when our Board mirrors the type of community we represent.





- Market Research experience: helping the executive understand in greater detail the needs and requirements to engage with a growing fan base in a diverse community.
- A Community, Stakeholder and Engagement professional who will ensure that supporters and stakeholders' input is considered in the direction of off field activities.

### **Board Diversity**

Brentford Football Club has an aim to be the most inclusive Club in the country and has a strategy underway to realise this ambition in terms of our employees, fans, players, partners and communities that make up the Brentford family. We welcome applications from candidates of all backgrounds and encourage applications from groups that are under-represented within our Board. This includes women, those from ethnically diverse communities, people with disabilities, people of faith and those from an LGBTQI+ background. We are striving to be a workplace that welcomes and includes everyone and we look forward to receiving applications from those who feel ours is an organisation they would like to be a part of.

### **Term of Office**

- Four years from appointment

### **Remuneration**

The role is non-remunerated, but reasonable out-of-pocket expenses will be reimbursed.

### **To Apply**

Please send your CV and a covering letter, via <https://www.brentfordfc.com/fans-and-community/work-for-us/non-executive-director>

The closing date for applications is: **Tuesday, March 23rd 2021.**

First round interviews for the role will be held during week commencing April 19<sup>th</sup>, 2021. Shortlisted candidates will be interviewed week commencing May 4<sup>th</sup>, 2021.

Should you have any questions about the role prior to applying, please contact Mike Power: [michaelpower@yahoo.co.uk](mailto:michaelpower@yahoo.co.uk) or Monique Choudhuri: [mchoudhuri@brentfordfc.com](mailto:mchoudhuri@brentfordfc.com) for an informal discussion.

*Brentford Football Club promotes equality, diversity and inclusion, and our goal is to foster a diverse and inclusive workplace. We are the only EFL club to hold the Inclusive Employers kitemark. We are an equal opportunities organisation, appointing solely on merit and business need. We encourage applications regardless of sex, gender identity, ethnicity, age, sexual orientation, gender reassignment, religion or belief, marital status, pregnancy, parenthood and disability. If you require reasonable adjustments in any recruitment process with us, please make us aware.*