

# NON-EXECUTIVE DIRECTOR: ROLE DESCRIPTIONS



## NON-EXECUTIVE FOOTBALL DIRECTORS: ROLE DESCRIPTION

The London Football Association (LFA) is on a mission to help more people play football in London. We are seeking six individuals with extensive experience within football with first-hand knowledge and skills and who can apply their expertise and provide context to the LFA Board.

### Role overview

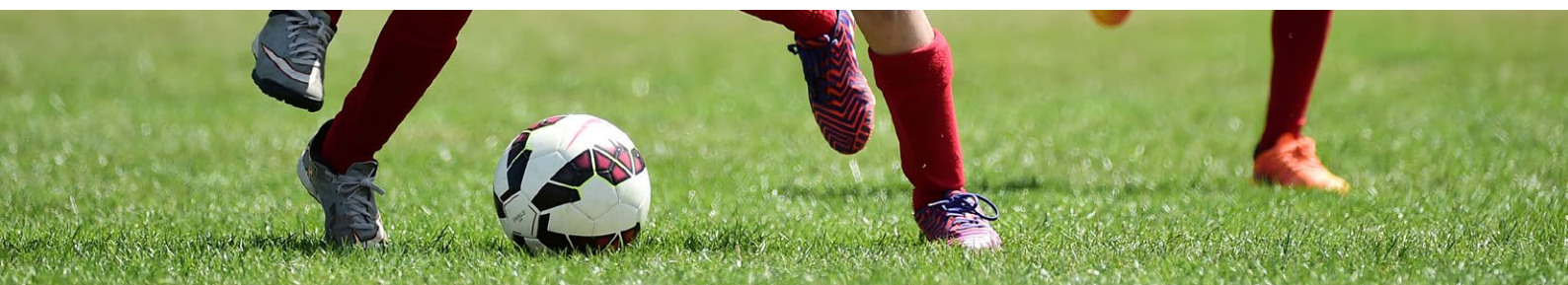
The Football Directors will contribute to the LFA Board, providing sporting experience and first-hand connection with service users which helps to deliver against the key requirements:

- Act as leaders to promote, foster, develop and support the sport of football within London
- Create and evaluate the LFA's strategic direction, objectives, mission, plans & values
- Ensure 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
- Deliver obligations to our Association Members

The Football Directors will need to allocate sufficient time to meet the expectations of the role, which is estimated at a minimum of 10 hours each month. In addition to the Board, the Football Directors will be asked to lead and / or sit on standing committees. This is a voluntary role.

### Person specification

As a champion of football, the Directors will add value to the Board through expert first-hand knowledge of football, ensuring the Board is connected to its products, programmes and people and serving its participants, volunteers and coaches. To support its bold ambitions, the LFA is keen to receive applications from candidates with expertise in the following fields:



<ul style="list-style-type: none"> <li>• Playing</li> <li>• Coaching</li> <li>• Managing</li> </ul>	<ul style="list-style-type: none"> <li>• Volunteering</li> <li>• Refereeing and other officiating</li> <li>• Organising leagues and other competitions</li> </ul>
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<b>Expertise / qualifications</b>	<b>Experience</b>
<ul style="list-style-type: none"> <li>• Experienced in one or more of the following areas in football from a professional or grassroots background</li> </ul>	<ul style="list-style-type: none"> <li>• A widely recognised role model for their expert area within football</li> </ul>
<b>Knowledge</b>	<b>Skills</b>
<ul style="list-style-type: none"> <li>• A depth of knowledge gained through experience in their specialist football area</li> </ul>	<ul style="list-style-type: none"> <li>• Able to understand, communicate and champion the needs of the football communities in London</li> </ul>

## Football Director characteristics

Working in partnership with other Board members, the Independent Directors will contribute to the effective and efficient governance of the LFA. As well as providing overall strategic input and organisational leadership they will utilise their sporting knowledge and expertise, advising the Board and staff team on best practice approaches within their specialist area.

<b>Strategic advisor</b>	<ul style="list-style-type: none"> <li>• Act as strategic adviser to the Board and staff team on football</li> </ul>
<b>Active ambassador</b>	<ul style="list-style-type: none"> <li>• Act as a positive two-way communications conduit between members and the Board</li> </ul>
<b>Performance evaluator</b>	<ul style="list-style-type: none"> <li>• Make sure that football products and programmes are having the desired impact on the field</li> </ul>
<b>Finance &amp; Risk manager</b>	<ul style="list-style-type: none"> <li>• Advise on areas of risk related to area of expertise</li> </ul>
<b>People leader</b>	<ul style="list-style-type: none"> <li>• Add value to the staff team as a subject matter expert on participants, volunteers and coaches</li> </ul>
<b>Sports savvy</b>	<ul style="list-style-type: none"> <li>• Keep up to date with the latest thinking on football</li> </ul>



## KEY CHARACTERISTICS: ALL BOARD MEMBERS

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

## SKILLS, APPROACH AND BEHAVIOURS FRAMEWORK: ALL BOARD MEMBERS

	Values		Approach / behaviours	Skills
<b>Behaviours &amp; Skills Framework – All Board Roles</b>	<b>Teamwork</b> We work together to grow football across the London	Respect Communication Understanding	<ul style="list-style-type: none"> <li>• Sensitivity, openness and awareness of others</li> <li>• High levels of self-awareness</li> <li>• Championing equality, diversity &amp; inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• Excellent listening skills, with the ability to appreciate differing perspectives and adapt to different situations</li> <li>• Ability to effectively communicate ideas both verbally and in writing</li> <li>• Able to act as a sounding board and critical friend</li> </ul>
	<b>Integrity</b> We take responsibility for our actions and do what is right	Trust Honesty Transparency Ownership	<ul style="list-style-type: none"> <li>• Interested and inquisitive mind-set</li> <li>• Resilience in times of challenge and change</li> <li>• Taking ownership, holding self and others accountable</li> </ul>	<ul style="list-style-type: none"> <li>• Able to assess and analyse complex information and identify potential problems</li> <li>• High ethical standards with sound judgement and ability to deal effectively with risk</li> <li>• Able to skilfully handle conflict through to resolution</li> </ul>
	<b>Passion</b> We have enthusiasm which makes everyone want to be a part of what we do	Pride Motivation Inspiration Commitment	<ul style="list-style-type: none"> <li>• A proactive, solution focused and positive mind-set</li> <li>• Demonstrating confidence, with the ability to gain respect and attention</li> <li>• Acting with the future in mind and embracing innovation</li> </ul>	<ul style="list-style-type: none"> <li>• Capable of developing constructive relationships with key partners</li> <li>• Able to act as a spokesperson of the LFA for the media</li> <li>• Politically astute, well networked and able to engage stakeholders</li> </ul>

<p><b>Excellence</b> We continually strive to be the best we can be</p>	<p>Focus Challenge Learn Feedback</p>	<ul style="list-style-type: none"><li>• Thinking critically with creativity and strategic awareness</li><li>• Willing to learn, challenge and change</li><li>• Determined and with drive to succeed</li></ul>	<ul style="list-style-type: none"><li>• Ability to take the wider, strategic view and enable focus</li><li>• Able to check, challenge and champion the work of the LFA</li><li>• Strong commercial acumen with the ability to identify opportunities</li></ul>
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