



**Suffolk FA**



## **Suffolk Football Association Recruitment Pack**

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Independent Trustee - Digital Engagement & Communications

May 2026

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# Welcome

Thank you for your interest in becoming a Trustee at Suffolk FA

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This is an opportunity to contribute to a forward-thinking charitable organisation that is committed to growing football in Suffolk in a way that meaningfully supports and reflects our local communities.

At Suffolk FA, we believe football should be for everyone. Our role is not only to grow participation, but to ensure the game is accessible, inclusive and delivered in a way that has a positive and lasting impact. Our strategy, 'Driving the Local Game', places communities at its heart—recognising the important role football plays in bringing people together, improving wellbeing and strengthening local connections.

With over 306,000 people playing football regularly across the county, the reach of the game presents a significant opportunity—and responsibility. Football in Suffolk generates an estimated £267.8 million in social value each year, and as a Board we are collectively responsible for ensuring that this impact is sustained, strengthened and delivered with integrity.

As a Trustee, you will play an important role in providing oversight, constructive challenge and strategic guidance to the organisation. You will help ensure that Suffolk FA is well governed, financially sustainable and aligned to its purpose, while supporting the executive team to deliver against its ambitions.

We are keen to hear from individuals from a wide range of backgrounds and experiences. You do not need to have worked in football before. What matters is your ability to think independently, exercise sound judgement, and contribute positively to Board discussions and decision-making. We particularly welcome applications from those whose perspectives are currently underrepresented at Board level.

Suffolk FA is ambitious—not only for the growth of the game, but for the role we play in supporting clubs, leagues, volunteers and partners. Being a trusted, inclusive and enabling organisation is central to our success, and the Board has a key role in setting the tone and upholding these values. By joining Suffolk FA as a Trustee, you will have the opportunity to help shape the future of the game locally, while contributing to an organisation that has a meaningful and lasting impact on people's lives.

# About Us

**Suffolk FA is the governing body for football in Suffolk and is part of the affiliated County network for the Football Association. Suffolk FA is also a registered charity with a role and remit to promote, develop and support participation, promote the game and support the health and wellbeing of the people of Suffolk.**

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Formed in 1885 it has led the governance, operations and development of football for 140 years. The organisation, however, is modern and thriving and became a registered charity in 2021. The organisation is responsible for supporting the 300+ clubs in the county, leading the development and growth of football across the grassroots game, growing participation and developing referees and coaches. It is responsible for supporting volunteers to be some of the best in England at providing opportunities for everyone wanting to engage in the game.

It is also a key stakeholder in Suffolk, responsible for leading key infrastructure work, being a key partner with health, local authorities and the business community. We use these relationships to help leverage significant funding into football and the county. Examples of this are development of Football Facilities Plans, ensuring local places have great sports facilities, coordinating funding applications to the Football Foundation and other funding partners and leading safeguarding training and DBS checks for the thousands of volunteers that deliver football in Suffolk.

Our vision is 'A Thriving Local Game' and we work across our whole football community and other partners to make this happen. Equality, diversity and inclusion is at the heart of what we do and this is underpinned by strong safeguarding.

Football is at the heart of what we do and we use this to help transform communities and lives.



Please [click here](#) to find out more.



# The Trustee Role

First and foremost, we are looking for people who are inspired by and committed to our mission. We are particularly keen to hear from individuals who bring skills and experience in Digital Engagement and Communications.

As a Trustee, you will play a vital role in shaping the strategic direction and governance of the organisation, helping to grow and support grassroots football across Suffolk. This is an opportunity to use your expertise to influence positive change - strengthening how we engage externally and managing risk effectively.

## About the role:

- Collectively, the Board of Trustees of Suffolk FA is 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 Trustees are accountable to the Membership.
- As a trustee, you will support Suffolk FA senior leadership in embedding culture, diversity, and inclusion throughout the organisation.
- We are looking for engaged and active board members who will provide strategic oversight and constructively challenge and review the Suffolk FA strategic plan.
- A helpful summary of trustee roles and responsibilities can be found in the Charity Commission guidance for new Trustees: [The Essential Trustee: what you need to know, what you need to do \(CC3\)](#).



# Our Values

At Suffolk FA, our values guide everything we do. We are **Inclusive, Team-focused, Respectful, Open, Empowering, and Innovative**. We expect all Trustees to model these behaviours and to act with integrity, fairness, and accountability in their role.

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## Safeguarding Commitment

Suffolk FA is committed to safeguarding children and adults at risk. Due to the nature of this role, the successful candidate will be required to undertake a Disclosure and Barring Service (DBS) check through The FA DBS process. The possession of a criminal record will not necessarily prevent an applicant from obtaining this post, as all cases are judged individually according to the nature of the role and information provided.



## Equality & Diversity Statement

Suffolk County FA is committed to promoting equity within the organisation and encourages applicants from all backgrounds, culture, beliefs and experiences to apply for this role, regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnership.



## Disability Confident

Suffolk County FA prides itself on being an employer that is committed to supporting candidates with disabilities throughout its recruitment process and supports any employee with a disability. If you require any reasonable adjustments to support your application, please do not hesitate to get in touch.

# Key Responsibilities

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**Role Title:** Independent Trustees

**Reports to:** Chair of the Board of Trustees

**Location:** Suffolk FA, Bill Steward House, The Buntings, Stowmarket, Suffolk IP14 5GZ

**Estimated time commitment to fulfil the role:** 1 day per month in attending Board Meetings, of which a minimum of 4 will be held throughout the season both in person and/or virtually, and various other meetings or occasions where representation of Suffolk FA may be required from time to time.

**Remuneration or Expenses:** This is a voluntary role which is not accompanied by any financial remuneration. Country FA Expenses will be paid in line with the current Expense Policy of Suffolk County Football Association Ltd.

**General trustee duties (for all trustees)**

- Serve as a Director & Trustee and actively participate in strategic management.
- Execute responsibilities in accordance with the Companies Act (2006), Charities
- Safeguard the interests of members and stakeholders.
- Support delivery of strategy and business plans and review performance.
- Hold the CEO to account for delivery of strategic aims.
- Oversee risk, governance and financial performance. Contribute constructively to Board discussion and decision-making.
- Promote equality, diversity and inclusion.
- Participate in Board development and performance processes.
- Lead on a specific portfolio aligned to expertise.



# Digital Engagement & Communications Independent Trustee

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## Role purpose

- Lead the Board in ensuring digital engagement, communications and brand are embedded in strategy and decision-making.
- Support senior leadership in developing a modern, inclusive communications and digital engagement approach.
- Act as an active Board member providing oversight, challenge and strategic input.
- Ensure stakeholder engagement approaches are effective, transparent and aligned to Suffolk FA values.

## Specific responsibilities

- Provide strategic oversight of communications, digital engagement and brand positioning.
- Support development and delivery of communications and digital strategy.
- Champion use of digital platforms, insight and data to improve engagement.
- Act as a critical friend to the CEO and leadership team on communications and messaging.
- Ensure consistency, clarity and transparency in communications.
- Advise on reputational risk and communications for sensitive matters.
- Encourage innovation and continuous improvement in digital engagement.
- Ensure alignment with The FA communications guidance and best practice.
- Act as an ambassador to enhance Suffolk FA's profile.

## Person specification

### Essential

- Understanding of Trustee and Director responsibilities.
- Experience in communications, digital or marketing.
- Strategic thinking and ability to influence.
- Strong interpersonal and communication skills.
- Commitment to equality, diversity and inclusion.

### Desirable

- Experience leading communications strategy.
- Knowledge of grassroots sport or football.
- Experience in reputation or crisis communications.



# How to Apply

**Eastside People** is supporting Suffolk FA in the recruitment of these roles



Please [click here](#) to apply by submitting your CV and a cover letter both in Word doc. format.

Please use the cover letter (max 2 pages) as an opportunity to add to the information you have shared in your CV and ensure that you cover the following:

- Why are you interested in a Trustee role at Suffolk FA?
- Having read the information pack, what relevant experience and skills would you bring to the role?

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Please note that we will focus on your demonstrable experience and potential in the areas listed under the Person Specification and do not expect candidates to have experience in all responsibilities outlined in the Job Description.

We would discourage you from deselecting yourself if you are in doubt about meeting all the criteria. Instead, if you have specific questions about the role or the application process, please contact Bernice Rook, [bernice@eastsidepeople.org](mailto:bernice@eastsidepeople.org) to arrange a call.

For further information about Suffolk FA, please email Julie Mulcahy (Senior Independent Director) to arrange a call [julie.mulcahy@suffolkfa.com](mailto:julie.mulcahy@suffolkfa.com).

**The closing date for applications is Thursday 25<sup>th</sup> June**, with online shortlisting interviews with Eastside People taking place that week after. **Face-to-face interviews with Suffolk FA will then follow.**

Suffolk FA is an equal opportunities organisation. We actively welcome applications from individuals of all backgrounds, cultures, beliefs, and lived experiences. We strive to reflect the diversity of the communities we serve and are committed to equity and inclusion at every level of our governance.

We are proud to be a Disability Confident organisation. If you have a disability or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately.

## Finally

We recognise that AI can be a helpful tool, but please use it with care and ensure your application is accurate, personal, and genuinely reflects you. We do not use AI in our sifting or selection process - a human reviews every application!

If you know anyone else who might be interested, please do share this information pack with them.





## Suffolk FA

The Buntings, Stowmarket, Suffolk, IP14 5GZ

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@SuffolkFA #AThrivingLocalGame

[suffolkfa.com](http://suffolkfa.com)