



LEICESTERSHIRE AND RUTLAND COUNTY F.A.

ENGLAND FOOTBALL

LEICESTERSHIRE & RUTLAND COUNTY FA

INDEPENDENT NON-EXECUTIVE COMMERCIAL DIRECTOR

ROLE PACK

01
WELCOME FROM THE CHAIR

Thank you for your interest in becoming an Independent Non-Executive Commercial Director with Leicestershire & Rutland County Football Association. We are delighted that you are considering contributing your skills and experience to our Board.

Football has a unique ability to bring people together, strengthen communities and create positive opportunities for people of all ages and backgrounds. At Leicestershire & Rutland CFA, we are proud to support and develop grassroots football across our diverse counties, working with clubs, leagues, volunteers, referees, coaches and partners to ensure the game continues to thrive.

As we continue to deliver our 2024-2028 strategy, we are seeking an experienced commercial leader to join our Board and help us think strategically about commercial opportunities and partnerships that support our long-term strategic ambitions. This is an exciting opportunity to use your commercial expertise to make a genuine difference to communities across Leicestershire and Rutland.

We are looking for someone who brings commercial insight, strategic thinking and strong relationship-building skills. Equally important is a collaborative and inclusive approach, a willingness to contribute constructively around the Board table and a commitment to our purpose and values.

You do not need previous football governance experience to apply. We welcome applications from individuals with a wide range of professional backgrounds who share our ambition to inspire positive change through football.

We hope this pack provides a helpful overview of the role and the impact you could have. We look forward to hearing from you.

Surinder Sharma
Chair
Leicestershire & Rutland County Football Association

02
THE ROLE

DEPARTMENT	Board of Directors.
REPORTS TO	Chair of the Board of Directors.
LOCATION	The Board meets four times per year. Meetings are primarily held in person at Leicestershire & Rutland County Football Association Headquarters – Holmes Park.
TERM	The appointment will be for a term of three years, after which applicants are eligible for reappointment for a maximum of two further terms.
SALARY	This is a voluntary position. Travel and other expenses are paid.

The Independent Non-Executive Commercial Director will provide strategic commercial insight and support to Leicestershire & Rutland County Football Association (LRCFA), helping to identify opportunities to strengthen income generation, partnerships and long-term sustainability.

Working closely with the Chair, Chief Executive Officer, Board colleagues and the Head of Commercial & Marketing, the successful candidate will contribute to the development and oversight of LRCFA's commercial and marketing strategy, helping to ensure that commercial activity supports the delivery of the Association's wider strategic objectives.

We welcome applications from individuals with experience in areas such as business development, commercial strategy, sponsorship, marketing, brand development, partnership development, corporate engagement, income generation or related commercial disciplines.

The successful candidate will bring the commercial insight and external perspective needed to help LRCFA identify opportunities, build effective partnerships and create long-term value for grassroots football.

Directors are invited to take part in a Board Committee or working group, with around four additional meetings per year. Working group membership is flexible and will depend on individual skills, interests and the needs of the Board. The overall time commitment is expected to be approximately 10 days per year. This includes preparation time, Board and committee meetings and occasional additional engagement with staff and stakeholders.

All new directors receive a structured induction including governance, safeguarding, strategy and introductions to staff and stakeholders.



03

WHO WE ARE

LEICESTERSHIRE & RUTLAND CFA IN NUMBERS



38,144
TOTAL PLAYERS



32,148
MALE



5,447
FEMALE



549
DISABILITY



331
CLUBS



2,514
TEAMS



16
LEAGUES

25
COUNTY CUPS



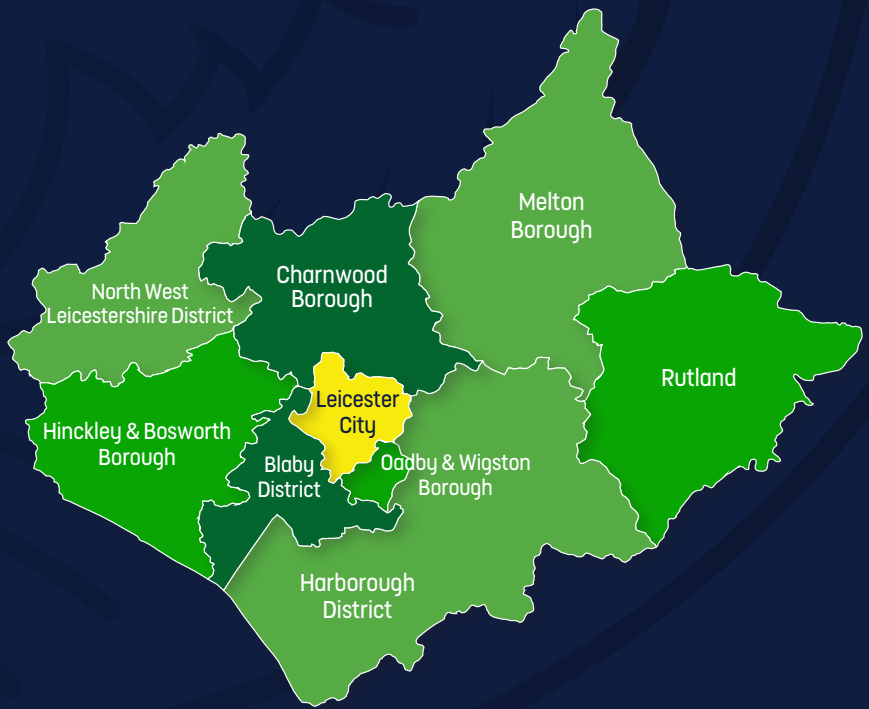


781
REFEREES

04

ABOUT LEICESTERSHIRE & RUTLAND COUNTY FA

- Inspiring Positive Change through football across Leicester, Leicestershire and Rutland by
  - uniting communities
  - tackling inequalities
  - improving the health of the population
- LRCFA services, safeguards and develops football across Leicester, Leicestershire and Rutland
- The LRCFA was formed in 1886 and was constituted as a Company Limited by Guarantee in 1999
- Our headquarters are located at Holmes Park, Whetstone, Leicestershire
- We work in collaboration with and adhere to the rules and regulations set by our National Governing Body, The FA



PROGRESSIVE

- Is forward thinking and identifies the need for, and actions change
- Questions the way things are done and takes informed risks
- Continuously seeks to improve efficiency and performance

RESPECTFUL

- Maintains people's self-esteem when interacting with them
- Is approachable and avoids pre-judgment when listening to suggestions from others
- Seizes the opportunity to apply CFA standards at all times

COLLABORATIVE

- Openly collaborates with colleagues and stakeholders in the game
- Takes collective responsibility in good and challenging situations
- Provides feedback and gives feedback to others

INCLUSIVE

- Removes barriers and provides equal opportunity to people of different backgrounds, experience and perspective
- Celebrates and recognises the importance of diversity
- Seeks out and embraces new ways of thinking and working

05
BEING PART OF OUR TEAM

Inspiring Positive Change through football across Leicester, Leicestershire and Rutland.
The Board is collectively responsible for the long-term success of LRCFA and exclusively empowered to lead it. As a Director of the Association, you will play a pivotal role in helping us achieve our strategic aims identified in the LRCFA 24-28 Strategy.

Leicestershire & Rutland County FA plays a vital role in supporting grassroots football across the region, helping to create opportunities for people of all ages and backgrounds to participate, volunteer and connect through the game. Beyond football itself, the organisation contributes to stronger, healthier and more inclusive communities, using the power of sport to promote wellbeing, develop skills and bring people together. As the game continues to evolve, there is an increasing need to diversify income streams, build strong partnerships and develop sustainable sources of funding that can support long-term investment in football and maximise its positive impact across our communities in Leicestershire and Rutland.

The Independent Non-Executive Commercial Director will help the Board think strategically about commercial growth, sponsorship, partnerships and external relationships. This is not a hands-on sales role. Rather, it is an opportunity to provide insight, challenge, guidance and support that will help the organisation make informed decisions and maximise opportunities.

By joining the Board, you will have the opportunity to:

- Use your commercial expertise to create positive social and community impact.
- Help shape the future direction of grassroots football across Leicestershire and Rutland.
- Contribute to a inclusive, modern, ambitious and progressive governing body.
- Support an organisation recognised nationally for its work in governance and employee engagement.
- Develop your own Board-level experience while working alongside an experienced group of Directors.

We are looking for someone who is curious, collaborative and committed to helping LRCFA achieve its strategic ambitions.

Matters reserved to the Board include:

- Approval of the Association's strategy.
- Monitoring delivery of the strategic plan and objectives.
- Approval of the long-term financial plan and annual budget.
- Ensuring legal and regulatory compliance with the Companies Act and the FA Code of Governance.
- Periodic review of major risks.
- Discussion of, and engagement with, stakeholder proposals and concerns.
- Providing opportunity for the views of young people to be heard.
- Promoting, embedding and advancing diversity and inclusion on the Board, Senior Leadership and beyond.
- Collective responsibility to promote the success of the Association.



We are proud of our positive culture, innovation, and one team ethos as a workforce. In 2024, the LRCFA won the Employee Wellbeing & Engagement award at the 2024 County FA Recognition Awards for its 'Thriving Employee Workforce' including a 100% staff satisfaction rating.

The LRCFA achieved The FA's Code of Governance in November 2024. The code draws on elements from Tier 3 of the Sport England Code of Governance, adapting and enhancing them specifically for football at every level of a County FA. It outlines key requirements based on five core principles: structure, people, communication, standards and conduct, and policies and processes. In 2025, the organisation was honoured to become the first ever winner of The FA's Progressive Governance Award for its bold transformation of governance structure.

We are also proud to have achieved the Preliminary Level of the Equality Standard for Sport.

06
KEY RESPONSIBILITIES:

- Provide strategic advice, challenge and oversight on the development and delivery of LRCFA's Commercial and Marketing Strategy.
- Support the Board in identifying opportunities to diversify income, strengthen financial sustainability and maximise investment in grassroots football.
- Use professional expertise, networks and market insight to identify and help secure commercial partnerships, sponsorship and revenue-generating opportunities.
- Make introductions and facilitate relationships that support LRCFA's strategic objectives and community impact.
- Provide advice and support to the Chief Executive and executive team in developing and evaluating significant commercial opportunities where appropriate.
- Offer constructive challenge on commercial performance, risks, opportunities and investment decisions.
- Share relevant sector knowledge, emerging trends and best practice to support organisational development and innovation.
- Act as an ambassador for LRCFA, promoting the Association positively with partners, stakeholders and the wider community.



07
GENERAL RESPONSIBILITIES:

- Serve as a Director of LRCFA and to actively participate in its strategic management.
- Actively contribute to policy development, strategic direction, goals and target setting, and evaluate performance against targets, budgets, and plans.
- To execute the responsibilities of a Company Director in accordance with the Companies Act (2006) and other relevant legislation.
- Safeguard the interests of the Membership and stakeholders of the Association.
- Establish clear objectives to deliver the agreed strategy and business plan and regularly review performance against those objectives.
- Jointly oversee the management of risk to the Association.
- Develop and maintain an effective corporate governance structure.
- Monitor the financial affairs of the Association through reports provided by the Finance Director and to ensure the effective us of financial and other resources.
- Contribute to constructive debate on all Board matters.
- Support the Board in ensuring that safeguarding is embedded throughout the Association.
- Fully participate in Board induction, training or development and performance monitoring.
- Promote the implementation of equality of opportunity throughout the Association.
- Promote the implementation of safeguarding and young voice throughout the Association.
- Perform other responsibilities as assigned by the Board.

Collectively, the Board of Directors of LRCFA are 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 Directors are accountable to the Membership.

PERSON SPECIFICATION

KNOWLEDGE & EXPERIENCE

ESSENTIAL

- Experience of commercial leadership, business development, income generation, partnership development or commercial strategy.
- Track record of developing successful commercial relationships, partnerships or growth opportunities.
- Experience of operating at a senior leadership level.
- Ability to think strategically and contribute to organisational decision-making.
- Understanding of organisational governance and accountability.
- Commitment to the positive role that football can play in communities.
- Commitment to equality, diversity and inclusion.
- Commitment to safeguarding and the wellbeing of children and adults at risk.

SKILLS & ATTRIBUTES

ESSENTIAL

- Strong relationship building and influencing skills.
- Commercial awareness and strategic thinking.
- Excellent communication and presentation skills.
- Ability to provide constructive challenge and independent judgement.
- Credibility with senior stakeholders and decision-makers.
- Ability to interpret financial information and contribute to financial oversight.
- Collaborative and inclusive approach.
- Commitment to the values and aims of Leicestershire & Rutland County FA.



08
HOW TO APPLY

- Eastside People is supporting Leicestershire & Rutland County FA in the recruitment of this role. Please click ***here*** to apply by submitting your CV and a supporting letter both in Word doc format. Please use the supporting 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.

Eastside People

- Why you are interested in becoming an Independent Non-Executive Commercial Director at LRCFA.
- Having read the information pack, what relevant experience and skills do you feel you would bring to this role?
- We welcome applications in a variety of formats. In place of a written supporting letter, candidates may submit a video or audio recording alongside their CV. Please email this to bernice@eastsidepeople.org.
- If you would like an informal conversation about the role, please contact **Bernice Rook** at ***bernice@eastsidepeople.org***. Having an informal discussion will not influence the outcome of your application.
- We are committed to creating an inclusive recruitment process and welcome applications from people of all backgrounds. We want you to have every opportunity to demonstrate your skills, ability and potential. If you have a disability or require reasonable adjustments during the application or interview process, please contact us so we can support you appropriately. If you require any reasonable adjustments during the recruitment process, please let us know and we will be pleased to support you.
- The closing date for applications is **Friday 4th December**. Shortlisting conversations with Eastside People will take place shortly afterwards, with interviews expected during the week commencing **11th January**.
- We recognise that AI can be a useful tool when preparing applications. However, we encourage candidates to ensure that their application is authentic, personal and accurately reflects their own experience and views. We do not use AI in our sifting or selection process - every application is reviewed by a member of our team.


LEICESTERSHIRE AND RUTLAND
COUNTY F.A.
ENGLAND
FOOTBALL