



# **PARTNERSHIP & FUNDING ADVISORY GROUP MEMBER**

## **WHY APPLY FOR THIS ROLE?**

Surrey FA is committed to increasing diversity and maintaining an inclusive workplace culture. We welcome applications from all candidates regardless of their ethnicity, race, gender, sexual orientation, age, marital status or whether or not they have a disability.

Surrey FA is embarking on an exciting part of its journey, as we seek to safeguard our status as a leading County FA. A key element of this is to develop a new Commercial, Grants and Fundraising strategy to ensure we develop diversified sustainable revenues to invest in grassroots football.

There are three core areas of work which the Partnerships & Funding Advisory Group will guide and we are looking to recruit 3-4 volunteer committee member/s with experience in either of the following areas of specialisation:

### **1. Sponsorship and commercial partnerships**

### **2. Grant funding**

### **3. Donations and fundraising**

You will have the opportunity to shape and drive this dynamic and forward-thinking committee and to significantly increase the investment in grassroots football across Surrey.

## **WHAT YOU'LL BE DOING**

- Play an active role in setting the organisation's vision to diversify sustainable revenues, contributing to our strategic direction.
- Working closely with the Surrey FA Board, executive team and stakeholders to fully understand the sport and the relevant opportunities/threats.
- Acting as a critical friend, providing mentorship and support to Surrey FA executive team and other volunteer groups within the County FA.
- Drive the creation and delivery of a sustainable revenue plan across commercial partnerships, grant funding and charitable fundraising for the organisation to explore to enable sustainable growth.
- Identify opportunities to increase core revenue.



- Identify other partners/stakeholders to source suitable grant funding streams, donations or value-in-kind partnership arrangements which allow the organisation to meet our objectives.
- Support the Surrey executive team in identifying potential commercial or funding opportunities and developing ongoing sustainable relationships.

## YOU'LL HAVE

The successful candidate/s will have some knowledge and a genuine interest in the sport sector.

Previous experience in a board or committee position is desirable but equally we are open to applications from individual or members with the relevant skills and experience, looking to secure their first committee or board role.

With experience which meets one of the below role responsibilities for the group:

### **Commercial & Sponsorship**

- Experience as rights holder, sponsor or agency side, ideally within sport or grassroots sports.

### **Charitable & Grant Funding**

- Strategic or hands-on experience of charitable and grant funding programmes, processes and applications from a wide variety of sources.

### **Charitable Donations**

- Experience and understanding of charitable donation space to increase levels of donations to Surrey FA as a charity and our benevolent fund to enable us to better support grassroots football.

You will have the below skills:

- The ability to build strong and trusting relationships in a complex stakeholder environment, encouraging discussion;
- The ability to debate, discuss and challenge other members of the group and Surrey FA executive team in a constructive manner.



- A strong business and commercial intellect and the ability to understand the changing business models of sport, to help the Surrey FA adapt to changing market dynamics;
- Good decision-making skills with the ability to use their knowledge and experience to make informed decisions to the benefit of the whole organisation.
- A strong commitment to diversity and inclusion to ensure that our approach to commercial opportunities is representative of the values which are integral to Surrey FA.
- Excellent interpersonal skills with the ability to form strong, productive relationships both internally and externally to the benefit of the Association
- Knowledge, understanding and interest in grassroots sport, particularly football, and other related activities

## COMMITMENT

### Time commitment

The time commitment for this role is approximately 1-2 days per month. The group will meet 4-6 times per year, but there will be an expectation for members to communicate with and respond to Surrey FA staff regularly and in a timely manner.

The position is voluntary and all reasonable travel and subsistence and expenses will be reimbursed.

### Term of office:

Group members will be appointed for a one-year term (renewable in 2022) -

### Location:

Flexible. Meetings will normally be held in our offices at Meadowbank Football Ground, Dorking. However, arrangements can be made to attend virtually where required. Meetings will be held remotely throughout the Covid-19 crisis.

## ABOUT SURREY FA

Surrey FA is the governing body for football across Surrey. We represent more than 61,000 players, across 631 affiliated clubs, 3632 teams, 17 leagues, 2601 coaches and over 1200 referees. SFA is a company limited by guarantee and a charity registered with the Charity Commission. We have 28 staff and a turnover of £1.3m.



SFA also operate the £8m Meadowbank Football Ground, the 3,000-capacity stadium with a FIFA Quality Pro 3G pitch. It is home to National League South side Dorking Wanderers FC as well as serving as a dedicated community venue for grassroots football. The facility is used to host our 28 County Cup finals.

Surrey FA's Board is made up of 12 Directors, supported by Committees and Working Groups to provide specialist experience and expertise to the Board and Executive team.

Surrey FA's vision is simple; creating football opportunities for all. This is both representative of our passion for people to get involved, but also for our commitment to equality.

There are three key principles and values that guide Surrey FA in achieving our vision which is evident in everything that we do.

#### OUR KEY PRINCIPLES

- Excellence
- Inclusion
- Innovation

## INTERESTED?

To apply for the role, please send a copy of your C.V. in addition to a one-page expression of interest statement. This should outline which area of either commercial, grant funding, charitable donations you can support with. Please include the following:

- Why you wish to apply and what you feel you can achieve through the group
- Evidence of how your experience will help Surrey FA achieve our aims and objectives to increase sustainable revenue

**The deadline for applications is 14<sup>th</sup> January.**

**Interviews shall be held in the week commencing 18<sup>th</sup> January.**

If you would like an informal discussion about the role, please contact:

James Chadwick, Head of Marketing & Partnerships – James.Chadwick@SurreyFA.com / T: 01372 384747 M: 07591 383 454

Or

William Douglas, Surrey FA Board Member, via [LinkedIn](#).