



Chief Executive

The Football Foundation

Candidate brief

October 2020





ABOUT US

The Premier League, The FA and the Government's charity, the Football Foundation (the FF), is the largest sports charity in the UK. It is the only example whereby a national Government, through Sport England, has partnered with a nation's leading sport to create a public/private partnership to support local communities through sport.

In the last year, our partners contributed c. £72 million towards the development of grassroots football facilities across the country and other football development programmes to sustain the game at the community level. The FF uses this funding to leverage further funding from local authorities (LA), schools and other organisations, to invest straight into the heart of grassroots football and other sports.

Over the past 20 years, the FF has delivered projects worth more than £1.5 billion, which has developed more than 700 third-generation (3G) artificial grass pitches (AGP) with floodlights, more than 1,000 modern changing pavilions, and helped to renovate and properly maintain thousands of natural turf football pitches up and down the country. These high quality, sustainable facilities are helping to improve the experience of playing grassroots football, thereby sustaining and increasing participation and improving general skill levels.

The FF has experienced first-hand the extraordinary power of a pitch and understands the positive impact that football has, wherever and however it is played. However, the impact of our projects run well beyond sport, into health and education and providing benefits such as socialisation, inclusion, community cohesion, mental health and general wellbeing. As people and communities continue to deal with, and then recover from, the Covid-19 crisis, our projects will provide crucial support in helping our beneficiaries to maintain a healthy and active lifestyle.

This is an exciting time for the FF, but there are certainly challenges ahead - as there are for almost every organisation - as we navigate through these unprecedented times and face the impact this brings on the sporting and funding landscape.

Our goal remains to champion and support fair access to quality football and sporting facilities for everyone, regardless of postcode, gender, race, or disability to improve lives and strengthen communities.

The National Football Facilities Strategy and Local Football Facilities Plans

A ten-year-plus National Football Facilities Strategy (NFFS) is in place to ensure that any investment into the FF is effectively focused and prioritised to support the long-term, sustainable development of the grassroots game. The NFFS has a clear set of priorities, allowing for improved planning, decision-making and investment flexibility. This is supported by the development of over 300 Local Football Facilities Plans (LFFPs), one for each Local Authority area in England. These plans capture the requirements of all stakeholders in a local authority area and provide the FF with prioritised investment targets.



The mission of the FF is to execute the NFFS and ensure that funding is directed to where it is going to achieve the greatest impact, as efficiently and as effectively as possible.

Our staff structure

There are approximately 80 members in our team, led by the Chief Executive Officer, who is supported by a Senior Management Team of five Directors. While in normal times around a third of our workforce operates remotely and are based from home, all of our team have successfully adapted to working from home during current times and continue to support our grant applicants to deliver successful projects.

Our group structure

The FF group comprises the following three companies:

- a. The Football Foundation is a UK registered charity and company limited by guarantee.
- b. The Football Stadia Improvement Fund is the 'non-charitable' arm of the FF and is funded wholly by the Premier League. It funds stadia facility projects for clubs operating in the FA National League System and the English Football League. It also funds professional football club fan engagement projects.
- c. The third company in the FF Group is the non-charitable wholly owned trading company, The Football Foundation Trading Limited.

Reason for the vacancy

Our CEO of 14 years left the Charity in April 2020 and an interim CEO has been appointed. We are now looking for a permanent CEO to take up this exciting role and lead the FF through their next stage of development.





THE ROLE

- Role title:** CEO
- Responsible to:** Chair of the Board
- Place of Work:** London

Main Purpose:

The Chief Executive of the Football Foundation (FF) is responsible for the strategic leadership and management of the Charity and its subsidiaries. Reporting to, and working closely with, the Board of Trustees, they will help define the strategic direction of the FF and drive progress and results. The Chief Executive will work collaboratively with our partners to ensure that their significant investment is effectively focused and prioritised to support the sustainable development of the grassroots game.

Principle responsibilities/accountabilities:

1. Strategic development

- Provide strong leadership to the FF and its subsidiaries, translating the organisational strategy into meaningful and ambitious business and operational plans, measuring impact, and ensuring full engagement and collaboration from our Partners.
- Monitor, manage and review the organisation's strategy and budgets, reporting on performance against agreed objectives.
- Overall responsibility for ensuring that robust financial management processes and controls are in place and adhered to and to manage financial risk.
- Building high-level relationships between the FF, key stakeholders and local funding partners to develop potential new income streams.
- Ensuring the FF is appropriately structured to deliver successfully against the approved strategy and performance measures.
- Ensure the overall financial sustainability and operational success of the charity through effective and robust management of resources.

2. Leadership

- Lead and develop an effective executive team that sets the bar for performance through their behaviours and actions and creates a positive working environment in which staff can do their best.
- Build and maintain a high-performance culture to support the ongoing success of the FF and make sure that those who work at the FF:
 - Understand and are inspired by its vision, values and strategy.
 - Are held to account for what they are required to achieve and are provided with the right support, coaching and development to do their job and fulfil their potential.
 - Have a strong sense of purpose and know how their work contributes to the success of the organisation.

- Champion equality, diversity and inclusion at the FF.

3. Trustee support

- Actively support and advise the Board of Trustees, our Panels and Committees and the NFFS Advisory Group (a high-level committee representing our Partners) in shaping future strategy.
- Work closely with the Chair to provide the Board with accurate, concise, timely and appropriate reports that will allow the Trustees to govern effectively.
- Provide sound information, expert advice and knowledge to enable Trustees to make the right decisions.
- Ensure the FF's compliance with all regulatory and legal requirements by maintaining an effective policy and risk management framework, including Charity Commission reporting and operational requirements, compliance, employment, GDPR and safeguarding.
- Reporting critical information and issues to the Chair of the Board of Trustees to prevent problems escalating and ensure their swift resolution.

Our new CEO will be expected to carry out any other duties that may be reasonably required by the Board of Trustees to ensure the smooth running and efficiency of the FF and the Board.





THE CANDIDATE

We are seeking an experienced CEO/Director to manage the day-to-day operations of the FF, ideally, with experience of working with Boards. The right candidate must be ready to build and model a great company culture, provide inspired leadership to our executive team and establish a great working relationship with the Board of Trustees.

In terms of the performance and personal competencies required for the position, we highlight the following:

Knowledge, skills and experience

- Experience of working as a Chief Executive Officer or at Director/senior manager level in a similar sized organisation.
- An ambitious and innovative strategic thinker, with experience of shaping and influencing organisational strategy.
- A track record of driving change management through an organisation and engaging internal and external stakeholders.
- Financial management skills with the confidence to scrutinise financial management and performance.
- Ability to build consensus and relationships among the Board, executives, Partners, and across the wider FF team.
- Experience of effective partnership working and development of external relationships.
- A track record of harnessing technology to improve organisational effectiveness and performance.
- Strong written and verbal communication skills and a persuasive and passionate speaker.
- Proven ability to recruit, mentor, lead, and develop staff; building high-performing and loyal teams.
- Excellent interpersonal and influencing skills, with proven ability to establish positive and productive relationships with a wide range of stakeholders.
- Ability to effectively challenge existing practices across the organisation and lead initiatives for new and more efficient use of resources.
- An understanding of the importance of maintaining high-standards of governance in charities.



Personal attributes

- Gravitas and credibility to inspire and motivate people to follow their lead.
- Emotional intelligence to understand how to get the best from people at all levels.
- Approachable, flexible, and receptive, keen to listen to and act on challenge, feedback and new ideas.
- Doesn't hold back from challenging ideas, performance and behaviour but does so with objectivity, and integrity.
- Complex problem solver, with the courage to take and sell tough and difficult decisions.
- Flexible in approach and comfortable working at real pace in a constantly changing political and strategic environment.
- Ability to work autonomously as a self-starter; self-driven and able to work on own initiative to identify and respond flexibly to opportunities and challenges.

All applicants will be expected to have a genuine interest in the charitable sector, as well as an interest in sports and an understanding of the inter-relationships between Sports Governing Bodies in the UK.

Above all, candidates must be highly passionate for the work of the FF.

EQUALITY AND DIVERSITY COMMITMENT

The Football Foundation values diversity and is committed to creating an inclusive culture where everyone is able to be themselves and to reach their full potential. We actively encourage applications from people of all backgrounds and cultures. Should you need any adjustments to the recruitment process, at either application or interview stage, please contact us at jobs@footballfoundation.org.uk.

We request that all applicants complete our equal opportunities form as part of the application process. This anonymous and confidential form helps the Football Foundation to build up a picture of who is applying to join the organisation, and to monitor progress in this area.

HOW TO APPLY

The closing date for applications is Midnight, Wednesday, 28 October 2020

To submit an application, please follow the steps outlined below:

- Complete an anonymous Equal Opportunities form: please click [here](#) to fill it out.

Then please send the following:

- Letter of application highlighting your motivation for the post and relevant experience, and indicating where you saw the position advertised
- CV
- Details of current remuneration/salary expectations
- Names and contact details from two referees (referees will NOT be contacted until final interview stage)

By email to: jobs@footballfoundation.org.uk – for the attention of Jennie Goodman, (Director of Business Services).

The interview panel will be led by our Chair of the Board and supported by members of our Trustees. Interviews are currently scheduled for 23 November 2020 (open to change).

For an informal and confidential discussion, please contact Jennie Goodman on 07590 734186.

