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REPRESENT**



WELSH ATHLETICS
ATHLETAU CYMRU

NON-EXECUTIVE DIRECTOR (COMMUNICATIONS AND MARKETING)

Welsh Athletics is seeking enthusiastic and forward-thinking individuals to join its Board. We are looking for experienced individuals with strong critical thinking skills who are capable of applying independent judgment to work effectively with other non-executive directors.

Welsh Athletics' vision is to create a world class athletics development programme and to grow athletics to be the biggest sport in Wales through participation and opportunity.

We are committed to becoming the sector-leading National Governing Body of sport in Wales and truly live our values of trusted, respected, ambitious and of excellence, fun and together.

This is a voluntary role with all reasonable travel and subsistence expenses fully reimbursed.

Time commitment 1-2 days per month approximately with typically five Board meetings per year. The role would also include being part of the Development & Participation sub-group, and there are typically five sub-group meetings per year.

Term of office Non-Executive Directors will be appointed for a three-year term. (Maximum of 2 terms permitted)

Location Welsh Athletics' head office is located at the Cardiff International Sports Campus with most meetings held in Cardiff.

Welsh Athletics is a leading Sports governing body with an ambitious vision for modernising and developing our sport. We believe we can both inspire a generation of future stars and motivate a population to run their way to a healthier lifestyle.

If you would like to be at the forefront of delivering this for Wales, this is the role for you.



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Non-Executive Director - Comms & Marketing

Role Summary

The role of the Board and its members is to supervise the management of Welsh Athletics business and to discharge the responsibilities of the directors under the Companies Act.

- To be a company director of Welsh Athletics Limited and provide leadership and expertise in the areas of Communications and Marketing.
- To ensure that controls and systems are in place to safeguard corporate governance of Welsh Athletics and report to membership, through the AGM.
- Prepare policy papers and undertake specific development projects as directed by the Board.
- To work with relevant departments to help create and deliver a communication and marketing strategy for the sport in Wales.
- To work closely with the Head of Corporate Services in ensuring that all strategic objectives are met, and key projects are delivered on time and to budget.
- To advise the Board on areas relating to Communication and Marketing.
- To help create a marketing strategy to enable Welsh Athletics to engage with new audiences, with a particular focus on under-represented groups and with the sports latent demand.
- To support relevant departments to help ensure the Run Wales social running programme remains relevant and in line with the growth in the running sector.
- To assist with the creation of key advocacy documents highlighting the wider benefits of athletics and running.
- To work with the Head of Corporate Services to undertake an annual review of marketing assets, brand guidelines and materials, making recommendation for future requirements.
- To support the creation of a digital strategy for Welsh Athletics
- Promote the highest standards of governance and seek compliance wherever possible.

Person Specification

The successful candidate must have a passion for the Sport of Athletics, have good knowledge of the sporting landscape in Wales, and be aware of the changing political landscape in relation to the role Sport will play in the wider political agenda in Wales.

They will have significant experience of working within Communications and/or Marketing, ideally within the Commercial Sports sector



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The successful candidate will be prepared to attend Board meetings, usually a set number per annum with dates agreed in advance and be available for training and development opportunities as agreed by the Board itself.

Role Competencies

The successful candidate will have significant experience of Communications and/or Marketing practice, ideally within the Sport or not for profit sectors.

1. Commitment to Welsh Athletics, its values, goals and ethics

Inspires with confidence and commitment, ensures Board members understand the strategic objectives and are aware of its duties to those involved with the delivery of these objectives.

Upholds high ethical standards of integrity and transparency, takes all reasonable steps to ensure that the duty of care for all involved are safeguarded at all times.

2. Understanding of the environment

Strong understanding of the evolving landscape for sport and sport funding in Wales.

Possesses strong interpersonal and negotiation skills, with the ability to develop effective and sustainable stakeholder relationships and commercial partnerships.

3. Understanding of good corporate governance

Has experience of applying sound governance principles to decision-making, systems and structures.

4. Highly developed communication skills

Excellent communication skills, able to adapt communication style, content and messages to a variety of audiences.

5. Values-based behaviour

Displays integrity, objectivity, accountability, openness, honesty and leadership.

6. Strong analytical skills

Able to analyse and assess information to make effective decisions.

Additional information



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To apply for this role please submit your CV together with a supporting letter highlighting your suitability and interest for this role via our web-based recruitment portal:

<https://welshathletics.peoplehr.net/JobBoard>

Closing date for applications: 16th May 2022

Interviews to be held in Cardiff: TBC

If you would like an informal discussion regarding this role then please contact, in the first instance: **James Williams**, Chief Executive James.williams@welshathletics.org

For further information:

Steve Perks, Chair of the Board steve.perks@welshathletics.org

We appoint using an open and transparent system based on current best practice and if you need any assistance in completing your application or require an alternative format, please contact our Head of Corporate Services, Robert Sage:

hr@welshathletics.org or telephone 07864 613635

We are committed to treating Welsh and English language on the basis of equality, so far as we are reasonably able to do so and welcome applications in either language.

Welsh Athletics is committed to equality of opportunity and the formation of a balanced, inclusive and skilled board. We positively encourage applications from suitably qualified and eligible candidates regardless of race, disability, age, sexual orientation, religion or beliefs. Where possible we will always make reasonable adjustments for accessibility to anyone who requires it.

We will not pass your details to third parties. To find out more about how we respect your privacy, please visit our web page 'Privacy, Cookies & Copyright'.

<http://www.welshathletics.org/privacy,-cookies,-copyright.aspx>

For more information about us you can download our annual report from our website.

<http://www.welshathletics.org/about-us.aspx>