

Non-Executive Board Description: Director of Communications (Appointed)

Organisation:	British American Football Association (BAFA)
Purpose of position:	To be an appointed Director of Communications of British American Football Association (appointed)
Responsible to:	The Board
Responsible for:	The effective governance and financial management of British American Football
Length of term:	Appointed every 4 years (A Director may serve on the Board for a maximum of two, four-year terms)
Position type:	Voluntary
Reward/ benefit:	Reasonable travel expenses paid to attend Board meetings Free entry to Brit Bowl
Commitment:	Board meets at least 4 times a year, must attend all Board meetings, plus up to 2 hours a week voluntary time.

Key tasks and duties.

- To develop and implement an integrated strategic communications plan to advance BAFA in their strategic aims and cultivate meaningful relationships with targeted high level external audiences including media, key influencers, and the membership.
- Ensures that the organisation pursues its objectives as defined in its strategy document (2018-2021), company law and other relevant legislation/regulations.
- To broaden awareness of the organisation values and priorities; and increase its visibility across a wider audience.
- To communicate effectively with its current membership in a transparent manner.
- Develop the market position and brand of BAFA to a variety of audiences to enable it to fulfil its mission and aims.
- Work with Board members and Commission Leads to recognize internal and external communications opportunities and solutions and define and execute appropriate strategies to support them.
- Oversee the ongoing development of the organisation's communications strategy in conjunction with the Board.
- Serve as communications spokesperson on behalf of the Board when required.
- Oversee, in conjunction with the Business Development Director, the implementation of a communications strategy.
- Create a strong, and fulfilling working relationship with other Board members and voluntary commissions through review and self-reflective evaluation of contributions and effectiveness of the Board
- Mentor other Board members to fulfil their responsibilities and enable access to training/coaching/information to enhance the overall contribution of the Board regarding communications.

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- Represent the organisation as a spokesperson at appropriate events, meetings, or functions.
- Demonstrate sound governance by personal and collective actions
- Carry out all duties in the best interest of BAFA, and in a manner consistent with their legal duties.

Key Skills

- Knowledge of communications/PR/marketing and previous experience of working in a communications environment at a high/strategic level.
- Application of communications strategy within a business.
- Understanding and acceptance of the legal duties, responsibilities, and liabilities of a directorship.

Key Competencies

- High level of integrity/probity.
- Ability to think and act strategically.
- Excellent leadership skills.
- Be able communicate concisely, effectively and with transparency.
- Act as a positive role model for the sport.
- Take responsibility and be accountable for collective actions.
- Act in the best interests of the Board, not for an external representative group/body.
- Be able to work in partnership to develop solutions to challenges.
- Demonstrable commitment to ethics within sport.
- Demonstrable commitment to equal opportunities and Equity.
- Have a sound awareness of fiduciary responsibility.
- Enthusiasm for sport / American Football

Eligibility

Any person possessing the necessary and appropriate experience in the **Key Competencies and skills** associated with being a Director within BAFA is eligible to be nominated and/or to apply for the position of director provided they: -

- Can meet the requirements of a Directorship under the Companies Act 1985.
- Are not excluded for any reason from holding a Directorship.
- Do not possess a criminal record inappropriate for the position within the sport.
- Have not previously been removed from the position of Director within BAFA or been dismissed from BAFA or any other NGB or related body.

BAFA is accountable to its Membership and its stakeholders. Because of this accountability and because of the level of responsibility and high-profile nature of the position of Director of Communications, BAFA must insist on the highest standards of integrity and probity from individuals nominated and/or applying for the position of BAFA – Director of Communications. All nominations and applications will be carefully assessed.