

BHA Board Member Role Description

Independent Director (Marketing & Commercial)



Type of role: Independent Director (Marketing & Commercial)

Responsible to: Chair and Board of Directors of the company

As an independent Director, the applicant should not hold any role, paid or unpaid, in the England Handball Association or Scottish Handball Association.

About the British Handball Association

The British Handball Association ('BHA') is the governing body for high performance international handball in the UK. It is responsible for the Great Britain national teams at all age groups, as well as elite coaching.

The England Handball Association and Scottish Handball Association are the BHA's sole members, and are responsible for the grassroots development of the sport, as well as national and regional league and cup competitions, in their respective areas.

Fiduciary Duties

- To act as a Director of the BHA in the best interests of the company, with honesty and in good faith towards its members, employees, principal funding partners, sponsors and of the communities within which the BHA operates
- To use such personal and professional skills together with such contacts, experience and judgement as s/he may possess with integrity and independence to optimise both the short-term and the long-term performance of the BHA
- To play a full part in enabling the Board to arrive at balanced and objective decisions in the performance of its agreed role and functions, in line with the BHA Articles of Association
- To ensure that the objectives of the company, as agreed by the Board, are fully, promptly and properly carried out
- To act in the way s/he considers, in good faith, would be most likely to promote the success of the company for the benefit of its members as a whole

Functions

The key functions of the Independent Director (Marketing & Commercial) are:

- To act as the Board Member with specific responsibility for strategic oversight of the Marketing & Commercial activities for the BHA, including:

- corporate branding
- marketing
- promotion
- sponsorship
- To chair meetings of the Marketing & Commercial Group
- To assist the Chairman to recruit and appoint appropriately qualified members and persons, from both within and outside the sport, to support the development of marketing and commercial activities
- To work with colleagues to undertake any specific project agreed by the BHA Board to support aspects of marketing, promotion and event strategy/planning for the BHA
- To report to the BHA Board on progress and any other issues which may arise within the portfolio
- To represent the BHA at relevant meetings, conferences and/or other events, as may arise from time to time

Person Specification

Applicants for the role of **Independent Director (Marketing & Commercial)** on the Board of the BHA should meet the following personal specifications.

Required key skills, experience and qualifications:

- Recent experience as a director, trustee or committee member in a commercial, voluntary or public sector context
- Professional experience in marketing and/or promotion
- Significant experience of operating at a senior level in a strategic capacity
- Sound working knowledge of sports related public affairs
- Ability in team working and relationship management
- Ability to build and maintain strong, transparent relationships with key stakeholders
- Ability to support, challenge and work collaboratively with the Chair, Chief Executive and Board Members
- Experience of speaking in public and to the media

Desirable skills, experience and qualifications:

- Marketing qualifications
- Working knowledge of sports

Required behavioural competencies and qualities:

- Strategic perspective, vision and ability to work positively within a team
- Drive and commitment and the ability to demonstrate this to others
- Strong interpersonal, communication and negotiation skills and the ability to develop effective, sustainable partnerships
- Selflessness, integrity, objectivity, accountability, openness, honesty and leadership;
- Commitment to the sport and the organisation
- Strong intellect and analytical ability
- Innovative thinker and ability to focus on the issues to be dealt with

- Dynamism, enthusiasm and energy
 - Resilience and ability to make things happen
 - Willingness to devote the necessary time and effort
 - Willingness to be an ambassador for the organisation and the sport
 - Willingness to adhere to the BHA Board Code of Conduct
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