



Bath City FC Director/Marketing Director (Supporters Society appointment)

Role Description

Last updated: April 2022

Board membership	<ul style="list-style-type: none"> ● The Bath City Supporters' Society elects six members of Bath City FC's nine-person board. These are voluntary unpaid positions. ● Usually two Board members are elected each June at the Society's AGM for a three year tenure. Retiring Board members may be re-elected. No Board member can serve more than two consecutive three year terms, unless there are overriding and unusual considerations. ● Sometimes the Society appoints Board members on a temporary basis e.g. if a Board member leaves mid-term or a particular skill is needed. ● Nominees for the Club Board must be fully paid-up members of the Supporters' Society. ● Directors usually have specific roles on the Club Board - e.g. Commercial, Community, Football, Finance, Operations and Sales and Marketing. ● This arrangement will be in place until the Club becomes fully owned by Community shareholders.
Community Club	<p>Elected Board members are first and foremost a director of Bath City FC Ltd. and that is where their legal duties lie.</p> <p>However, they are also answerable to the Supporters Society and are expected to work in the spirit of a community-run organisation and understand the principles, aims and rules of the Supporters Society (see https://www.bathcitysociety.org for more information).</p> <p>It falls on each director to use their judgement to balance their obligations when making decisions. The Society's objects are to benefit the community by:</p> <ul style="list-style-type: none"> - <i>being the democratic and representative voice of the supporters of the Club and strengthening the bonds between the Club and the communities which it serves;</i> - <i>achieving the greatest possible supporter and community influence in the running and ownership of the Club;</i> - <i>promoting responsible and constructive community engagement by present and future members of the communities served by the Club and encouraging the Club to do the same;</i> - <i>operating democratically, fairly, sustainably, transparently and with financial responsibility and encouraging the Club to do the same;</i> - <i>being a positive, inclusive and representative organisation, open and accessible to all supporters of the Club regardless of their age, income, ethnicity, gender, disability, sexuality or religious or moral belief.</i>

	The relationship between the Club and the Supporters Society is set out in a Memorandum of Understanding, again available at https://www.bathcitysociety.org
PART A: GENERAL	
Key tasks and responsibilities	<ul style="list-style-type: none"> - Ensure, along with fellow directors, that the club operates in a financially sound and sustainable manner. - Offer skills and advice to the Board and its Chair through monthly Board meetings and interim communications. - Help to achieve the football club's strategic objectives by developing and implementing relevant business plans. - Build and maintain good relationships with stakeholders (including the supporter base, the wider community, shareholders, business partners and agencies). - Stay informed of progress in areas across the football club so as to contribute meaningfully to the overall management, prevent issues and solve problems. - Have a general understanding of the interests of the Club and the problems and possibilities facing clubs such as ours. - Take leadership of an agreed working group/workstream within the Club, organising and attending meetings of said group, supervising its work and its staff/volunteers, delegating responsibilities, offering guidance and motivation. NB the Society, in conjunction with the Board, will seek to nominate directors with the appropriate skills and abilities to lead said workstreams. - Act as a representative of the Club in ways that strengthen its profile (e.g. attending matchdays, meeting supporters at games, participating in community activities and promoting the Club and its interests). - Ensure the views and aspirations of the Society membership are taken into account in Board-level decision making and understand and accept the Memorandum of Understanding which sets out the working relationship between the Society and the Board. - Work to a high level of professionalism, operating within any good practice standard or policies adopted by the Club. - Work to achieve full community ownership as soon as is reasonably practicable.
Qualities and skills required	<p>Essential:</p> <ul style="list-style-type: none"> - Understand and promote the long-term aims, ethos and principles of the Supporters' Society and democratic community ownership, as stated in the Society's Rules. - Good communication and interpersonal skills - Good organisational and leadership skills - Good problem-solving abilities and strategic thinking - Good team player with networking skills - Commitment to the Club's community values - Meets all UK legal requirements relating to being a Company Director - A fit and proper person according to the Football Association's Fit and Proper Person Test

	<p>Desirable:</p> <ul style="list-style-type: none"> - Experience and/or knowledge of community or membership-run organisations and relevant best practice - Experience at senior management level - Personal contacts within local area and / or within football that will help build the club's profile, revenue, influence or awareness - An understanding of the history and spirit of the Club
PART B: MARKETING DIRECTOR SPECIFIC	
Key tasks and responsibilities	<p>The Marketing Director is responsible for the club's external communications and all marketing and sales to supporters, targeted at delivering agreed supporter revenue.</p> <p>Key responsibilities:</p> <ul style="list-style-type: none"> - Season ticket sales campaign - Regular flow of supporter focused news including weekly newsletter - Use of social media and website to support all campaigns - Key fixture (e.g. Opening game of season, Community Day etc) marketing and support - Work with the Supporter Liaison Officer to run the Club Shop online and bricks & mortar - Promote club objectives such as planning application support, Crowdfunder money raising etc - Coordinate a team of volunteers to provide a professional standard club media service
Qualities and skills required	<ul style="list-style-type: none"> - Good understanding of marketing techniques - Experience in sales and/or marketing - Ambition to promote the Club and increase its growth to meet targets - Experience of online tools including the effective use of social media - Ability to effectively lead a team to meet goals
Support provided	<ul style="list-style-type: none"> - Training (as appropriate/required but as minimum director training from [e.g.] Coops UK) - Mentoring available from the Football Supporters' Association - Peer support from the other Board members - Peer support from the Supporters Society Committee

10.04.22