

## SSE BOARD DIRECTOR ROLE DESCRIPTION



**Position:** Director to serve on the SSE Board

**Responsible to:** The Chair of the Board of Directors

Snowsport England (SSE) are seeking to appoint a Non – Executive Board Director(s) with diverse, varied and complementary skillsets, who will match their business and commercial experience with a strong passion and commitment to the sport.

SSE are specifically looking to appoint to the Board, individuals with experience in one or more of the following business/commercial disciplines: **Finance, Marketing & Communications, Commercial and Talent Development**

And individuals who have understanding and experience of what it takes to drive sports **Performance and Participation** at a national level.

### **Responsibilities:**

#### **1. Statutory Duties**

- 1.1. To act as a Director of SSE in the best interests of the Company with honesty and good faith
- 1.2. To use such personal and professional skills together with such contacts, experience and judgement as they may possess with integrity and independence to optimise both the short and long term performance of SSE
- 1.3. To play a full part in enabling the Board of Directors to arrive at balanced and objective decisions in the performance of its agreed role and functions in relation to SSE Strategic Plan and any encompassing Government funding agreements
- 1.4. To ensure that the obligations and responsibilities of SSE, as determined by its Articles of Association and General Meeting, are fully, promptly and properly performed

#### **2. Strategic Leadership**

- 2.1. Support and challenge the Chair, CEO and Operations Team to drive and deliver the SSE Strategy in accordance with SSE Mission & Values
- 2.2. Provide a strategic perspective, champion change and challenge the status quo to ensure SSE takes a long-term, big picture view for the success of the sport nationally
- 2.3. Monitor, challenge and evaluate the performance of the Strategic Plan in meeting agreed goals and objectives
- 2.4. Contribute to and bring leadership and independent judgement to matters placed before the Board of Directors in the key areas of Strategy (Performance, Participation & Coaching), Marketing & Communications, Finance, People, Governance and HR
- 2.5. Advocate SSE's strategic aims, ensuring that the necessary human and financial resources are in place to successfully deliver

#### **3. Governance**

- 3.1. Work collaboratively with, and support, the Chair, the Chief Executive and Operations Team
- 3.2. Contribute fully to Board discussions, take collective responsibility for Board decisions, and represent the collective Board view to external stakeholders and audiences

- 3.3. Maintain confidentiality, as appropriate and when requested by the Chair, and agreed by Board consensus
- 3.4. Encourage positive challenge and address any conflicts within the Board
- 3.5. Support the Chair to encourage the Board to take decisions fully, promptly and properly
- 3.6. Ensure integrity of management and financial information and that financial controls and systems of risk management are robust and defensible
- 3.7. Work with other Board Directors and Chair to make governance arrangements, in line with the UK Sport Governance Code and associated guidance, effective for SSE
- 3.8. Place on the agenda for Board meetings, any matters relating to the SSE business which the Director considers should be discussed

#### 4. **External relations**

- 4.1. Be aware of the interests of all stakeholders (including funding agencies and the membership) and maintain close and positive relationships with key members of Sport England and other key influencers
- 4.2. Develop business and sporting network contacts with key organisations in order to obtain views and influence wider opinion
- 4.3. Be an ambassador for SSE at external functions, meetings and events when appropriate
- 4.4. Facilitate change and support, where appropriate the resolution of potential conflict with external stakeholders

#### 5. **Personal Obligations**

- 5.1. Be an active advocate of SSE, its policies, objectives and its values of fairness, openness and honesty
- 5.2. Ensure that s/he acts in the national interests of the sport ahead of club- and/or or county- specific interests, and declare any conflict of interest in this area
- 5.3. Understand and comply at all times with the legal and other responsibilities of being a Board Director
- 5.4. Disclose immediately any personal interest in any activity of SSE and/or possible or actual conflict of interests, and take no further part in any Board or committee discussion of the matter
- 5.5. Not accept benefits from third parties which are intended (or which could be perceived as intended) to influence the Director's contribution to a discussion or decision of the Board, and will adhere to the rules and regulations regarding gifts and hospitality
- 5.6. Seek continually to develop and refresh knowledge and skills to ensure any contribution to the Board remains informed and relevant
- 5.7. Ensure that s/he fully understands and keeps up to date with:
  - 5.7.1.1. the business of SSE and its services
  - 5.7.1.2. the sport and territories in which SSE operates
  - 5.7.1.3. the construction and delivery of the Strategic Plan and relevant funding agreement
  - 5.7.1.4. the external factors that affect SSE and its operation

## **Additional information**

### **6. Remuneration**

- 6.1. This role is non-remunerated
- 6.2. All reasonable out-of-pocket expenses will be reimbursed in accordance with established criteria <https://snowsportengland.org.uk/expenses>

### **7. Time Commitment and Responsibilities**

- 7.1. Attend all meetings of the Board of Directors called during the year (up to 6 per annum)
- 7.2. Attend the Annual General Meeting
- 7.3. Allow time for preparation and follow up from meetings and any ad hoc response to Board related activities
- 7.4. As the reasonable need arises offer time to the business of SSE that relate to their respective skill sets
- 7.5. Be prepared to act as a member of any Panel for which the Board desire to have representation
- 7.6. Devote the necessary time and effort to fulfil their obligations & responsibilities

### **8. Term of office**

- 8.1. Subject to a re-appointment process based on a three year cycle with a maximum of 2 terms

### **9. Location of Board Meetings**

- 9.1. Meetings are held in various locations around the country with consideration to the convenience of all Board Members.

## **Application Process**

Candidates should submit their CV, together with a covering letter expressing their rationale for their interest and any specific business and/or sport competencies that they could bring to the role.

Submissions by post or e-mail are acceptable and should be sent to:

SSE Board Nominations Committee  
C/O Claire Pennell

Snowsport England  
SportPark  
3 Oakwood Drive  
Loughborough  
LE113QF

E-mail: [Claire@snowsportengland.org.uk](mailto:Claire@snowsportengland.org.uk)

The closing date for application is 20<sup>th</sup> November 2017

Interviews will be held at either Sportpark, Loughborough or Banbury during 16<sup>th</sup> & 19<sup>th</sup> January 2018

**Person Specification:** Non-Executive Director

Applicants for the position of Non-Executive Director for the SSE Board should meet the following personal specification:

**General skills & qualities required by all SSE Board Directors:**

**Key skills, experience and qualifications:**

- At least three years' experience of working as a company director (commercial, charity, voluntary sector), trustee, partner or in an appropriate senior executive management position
- A proven track record of delivering strategy and experience of leading organisational transformation and change
- An understanding of the changing environment in which National Governing Bodies of Sport work & an appreciation of the need for NGB's to professionalise and adopt a more commercial / business-oriented mindset
- Strong and proven commercial and financial experience & understanding
- Ability to establish strong and positive working relationships with other Board Members, Chair and Operations Team
- Experience of building and maintaining strong and positive relationships with diverse groups internal and external stakeholders
- Connected individual who has built and maintained a strong, vibrant and diverse professional network
- Clear understanding and acceptance of the legal duties, responsibilities and liabilities of a Non-Executive Director

**Behavioural competencies and qualities:**

- Willingness to embrace change and able to provide innovative thinking and solutions
- Able to draw on and apply broad and diverse experience in the context of SSE organisation
- Open-minded and able to see the bigger, national picture for the sport
- Enthusiastic and positive commitment to the Mission, Objectives and Values of SSE as an organisation
- Results and performance-driven
- Confident and independent thinker able to challenge facts and assumptions in a constructive and positive manner
- Willingness to listen to alternative views and take direction and advice from other Board Members and Chair, and other key stakeholders
- Able to communicate clearly and confidently in Board meetings and bigger forums
- Strong interpersonal skills: active listening and communication skills - able to engage, influence, persuade and inspire people at all levels
- High self-awareness – understanding of personal strengths and weaknesses. Drive and commitment to improve personal knowledge and personal performance
- Strong personal integrity – does not compromise on ethical or legal matters
- Strong intellect and ability to quickly grasp & distil complicated issues, identify the areas for decision making
- Able to make decisions objectively, based on understanding of facts and different perspectives

**Specific skills & qualities required by at least one Director.**

- *It is not expected for every Board member to display experience in all the 'specific' areas – but it is expected they should offer experience in at least one:*

**Financial: Requirements, Skills, Experience:**

- Able to ensure regulatory compliance with the appropriate financial and accounting standards both internal and external
- Able to identify and encourage changes to enhance the financial, risk and governance practices, and assist in setting new policies or revising existing ones as necessary
- Provide guidance and challenge to the SSE Board and Executive team on all financial, risk and governance matters
- Review and challenge management accounts
- Ensure adequate processes are in place to prepare the annual report.

**Marketing & Communications: Requirements, Skills, Experience:**

- Recent experience and understanding in Marketing & Communication including role of Digital Marketing
- Solid grasp of core marketing principles, practices and approaches
- Experience in building successful e-commerce platforms, social media campaigns, and other digital assets
- Ability to translate and apply commercial / consumer-marketing skills and approaches into the NGB environment
- Able to challenge and guide the SSE Marketing & Communication Strategy

**Sponsorship & Funding: Requirements, Skills, Experience:**

- Experience of sourcing and securing sponsorship and alternative funding / grants / revenue streams in commercial, charity, or voluntary sector
- Experienced in Sponsorship contract negotiation and relationship management
- Experience in developing, executing and evaluating Fundraising Strategy

**Participation: Requirements, Skills, Experience:**

- Understanding and experience of developing and delivering Participation strategy in a sporting/leisure environment

**Performance: Requirements, Skills, Experience:**

- Knowledge and experience of developing and delivering elite sport at the highest national and/or international level

**HR: Requirements, Skills, Experience:**

- Knowledge and experience in managing organisational planning, employee relations, safety and training and development in a sporting/leisure environment and/or public sector