



## **Director – Marketing and Sponsorship**

### **Role Profile**

#### **Job Title: Non-Executive Director (Marketing and Sponsorship)**

Welsh Rowing is a dynamic and innovative National Governing Body (NGB), committed to excellence and growth, governing the sport of rowing in all aspects in Wales. We pride ourselves on our forward-thinking approach and dedication to achieving sustainable success. As we continue to expand our operations and enhance our strategic initiatives, we are seeking an experienced individual with a proven track record in developing marketing and sponsorship opportunities and identify and develop the Welsh Rowing brand to aide the sport in building resilience and new income streams to join our Board of Directors in a non-executive capacity.

#### **Position Overview:**

We are currently seeking a Non-Executive Director with significant expertise, knowledge and a track record to develop our brand, marketing the sport and the identification and attraction of sponsorship opportunities for our sport to join our Board of Directors. In addition, we are looking for this director to lead and guide members of Welsh Rowing to adopt the principles and best practice of marketing and sponsorship to grow the sport and attract new members and opportunities.

The ideal candidate will provide strategic guidance and oversight on brand, marketing and sponsorship matters, ensuring the NGB's objectives are met. This individual will leverage their extensive knowledge of these matters to advise on risk management and regulatory compliance contributing valuable insights to our decision-making processes.

#### **Responsibilities:**

##### **1. Oversight:**

Provide guidance, oversight and implementation, where required, on brand, marketing and sponsorship to the Board

##### **2. Strategic Planning:**

Collaborate with the Board and executive leadership team to develop and refine strategies appropriate to the role profile aligned with the NGB's short-term and long-term objectives.

### 3. Risk Management:

Assess and mitigate risks, ensuring appropriate risk management frameworks are in place to safeguard the NGB's and sport's interests.

### 4. Compliance and Governance:

Monitor compliance with regulations, standards, and corporate governance principles, ensuring adherence to best practices and legal requirements.

### 5. Stakeholder Communication:

Engage with stakeholders on brand, marketing and sponsorship, effectively communicating the NGB's performance, strategies, and outlook.

### 6. Board Participation:

Actively participate in Board meetings, committee meetings, and strategic discussions, offering valuable perspectives and contributing to informed decision-making.

## **Qualifications:**

### 1. Participation Expertise:

Relevant experience and proven track record in brand development, marketing and sponsorship issues.

### 2. Strategic Vision:

Proven ability to think strategically and contribute to the development and execution of strategies that drive growth and sustainability.

### 3. Risk Management Skills:

Demonstrated proficiency in assessing and mitigating risks, with a keen eye for identifying potential threats and implementing effective risk management strategies.

### 4. Analytical Skills:

Strong analytical and problem-solving skills, with the ability to analyse complex data, interpret trends, and draw actionable insights to inform decision-making.

### 5. Communication Skills:

Excellent communication and interpersonal skills, with the ability to effectively engage with diverse stakeholders, build consensus, and articulate complex concepts in a clear and concise manner.

### 6. Integrity and Ethics:

High level of integrity, ethical conduct, and a commitment to upholding the highest standards of corporate governance and stewardship.

#### 7. Board Experience:

Prior experience serving on a Board of Directors or similar governance body is desirable, with a proven track record of providing strategic guidance and oversight in a collaborative and constructive manner.

#### 8. Education:

Degree or relevant professional qualifications is desirable but not essential.

#### **Join Our Team:**

If you have the relevant expertise and the desire to assist in the growth and development of Welsh Rowing and are looking for an exciting opportunity to contribute to the success of the NGB and the sport in Wales, we invite you to apply for the position of Non-Executive Director with our organisation.

Join us in shaping the future of our sport and making a meaningful impact in the rowing world.

#### **How to apply**

To apply, please send an expression of interest along with a CV to [admin@welshrowing.com](mailto:admin@welshrowing.com) by noon Friday 1<sup>st</sup> November.