Job specification & candidate profile

Managing Director

of

The European Leagues ("EL")

Job specification

1. Purpose of the role

The Managing Director (MD) is also the General Secretary of the EL and is accountable to the Board, through the President, for the development and delivery of the European Leagues strategy.

In particular the MD's role is to ensure that the EL runs effectively and efficiently for the benefit of all member leagues, including acting as an advocate for the members in relation to other European footballing bodies and the European Union, the exchange of experience and good practices between members, and the generation of central income for the members.

The MD will advise the Board and General Meetings on all matters falling within the Board's terms of reference and will provide regular performance reports to the President, the Board, and member leagues as required.

2. Leading and managing the EL office

To advise the Board and member leagues on the development of a framework of strategic policies and objectives and to facilitate their achievement throughout the organisation.

To lead the strategic planning processes in the organisation, identify opportunities, trends and needs, plan objectives and strategies, monitor progress and review performance and effectiveness.

To ensure that a business planning process is in place and present a coherent overview to the Board and General Meetings, which includes realistic options for policy prioritisation and resource allocation.

To keep under review the machinery of the EL and to advise on effective organisational arrangements for the execution of EL business and the effective provision of services to the Board, member leagues, and commercial partners.

To help promote a climate of corporate working and cooperation between the Board and administration to ensure that efficient and effective corporate management is achieved.

To effectively manage staff so that they are engaged, through clarifying aims and priorities, effective communications, performance management and development.

To protect and develop the interests of the organisation, in strong alignment with the President and the Board, always remembering to represent the whole association and its (currently) 39 member leagues.

3. External representation and the media

To represent the EL nationally in sporting and other environments and internationally as required.

To establish and maintain effective relationships with outside bodies (such as UEFA, FIFPro, ECA) to assist the achievement of EL policies and objectives and to build a positive image of the EL.

To develop effective media relationships to ensure that the EL position is portrayed with clarity and to promote and enhance the image of the EL at all times.

4. Brand management and revenue

To be accountable for the PR and commercial functions of the EL and to ensure these are carried out effectively.

To facilitate the exchange of experiences and good practices between member leagues so that they can learn from each other.

To develop a strategy for maximising revenues from the centralisation of rights and joint purchasing initiatives. To implement that strategy and to manage any sales processes arising from it.

5. Other issues

The European Leagues is headquartered in Nyon, Switzerland. The successful candidate will be expected to spend the majority of their time in Switzerland and/or travelling overseas to support the aims and objectives of the organisation.

Candidate Profile

Sector and level of experience

Experience in operating at a senior level in a high profile, complex, multi stakeholder organisation; ideally within a sports industry and/or lobbying environment.

A track record of operating at a senior level in a politically sensitive and commercially driven environment. Evidence of success in brokering collaborative working relationships with a range of stakeholders across an industry.

A strong and successful track record in developing and leading a commercially orientated business and growing income (ideally in a sponsorship, media and/or licensing environment).

A minimum requirement is an understanding and empathy with football both as a sport and as a business but ideally a sports/football background.

Personal Competencies

- A resilient self-starter with good self-motivational skills.
- A strategic thinker - an influencer and shaper. Tactical flexibility in order to manage the multi-stakeholder environment.
- Fluent in English and at least another language, preferably two or more.
- Extensive experience managing a senior team. Required to operate at a level normally associated with a degree level/ professional qualification.
- Highly developed communication skills in dealing with complex issues to a very wide range of internal and external stakeholders: the Board, member leagues, EL staff, the media and a wide range of other external bodies. Ability to act as an ambassador and advocate for the EL in its relations with a range of outside bodies.
- Politically astute – able to grasp relevant issues and understand the relationships and interdependencies between all interested parties up to and including national governments and the European Union; act as a diplomat.
- Sound financial management skills. Demonstrable capacity to develop policy options for the Board.
- A commitment to promote quality, value for money and a performance-led culture throughout the organisation.
- The ability to prioritise and juggle conflicting demands – comfortable working at pace.