



Trustee of Sport Birmingham - Marketing

Closing date for applications is
Friday 14th February 2025

REGISTERED
CHARITY NUMBER
1155171

REGISTERED
COMPANY NUMBER
08177159

Who we are

Sport Birmingham is here to make a positive difference to people's lives through sport and physical activity.

We are the city's strategic sports & physical activity partnership, working as a leading charity to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities.

We provide leadership and support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play. We tackle inequalities by working where the need is greatest.

Sport Birmingham was established in 2014 as an independent company and registered charity, forming from the previous sports partnership hosted through Birmingham City Council.

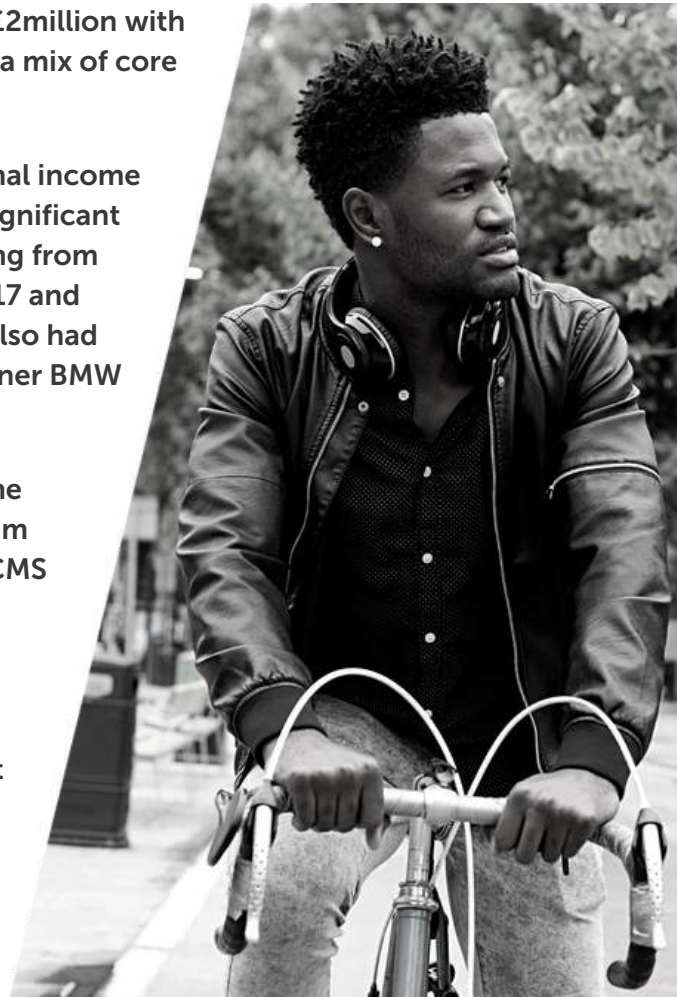
It remains part of a national network of 'Active Partnerships' and has established itself as the leading strategic partnership for sport and physical activity in the region, underpinned by strong governance and enhanced by effective partnership work and support for the delivery network of community sport and physical activity.

The business turnover has risen each year steadily to around £2million with approximately half of all income from Sport England through a mix of core funding and project funding.

Most of the remainder comes from a mix of other grant national income and local or regional commissions. There have been several significant examples in recent years including the Holiday Activity Funding from DfE in 2019, MAD Birmingham funding from Big Lottery in 2017 and Comic Relief's Ahead of the Game funding in 2020. We have also had commercial sponsorship arrangements with Davies Sport, Sytner BMW and Turkish Airlines.

In 2019 Sport Birmingham secured a key role to coordinate the physical activity and wellbeing legacy work for the Birmingham 2022 Commonwealth Games, working in partnership with DCMS organising committee, Sport England, the West Midlands Combined Authority and Birmingham City Council as well as other local and regional stakeholders.

We are now working to create a meaningful community sport and physical activity legacy through local and national funding, focussing on tackling inequality in some of the most inactive and deprived parts of Birmingham.





Our Mission

Uniting Birmingham to improve lives through physical activity and sport

Our Vision

An active, healthy city for everyone

Our Values



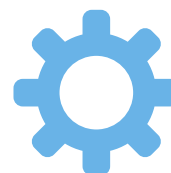
Collaborative

We build partnerships, connect people and convene groups within and outside the sport and physical activity sector; we listen, learn and share.



Inclusive

We are committed to creating and promoting inclusive opportunities, within our own organisational practices and with all our sport and physical activity partners.



Adaptable

We learn, respond and change to ensure we continue to meet the needs of people, places and organisations that we work with and for.

Our Priorities



Improve physical and mental wellbeing by reducing inactivity



Connect communities through sport and physical activity



Develop skills, confidence and resilience in people



Tackle inequality by removing or reducing barriers



Influence integrate and connect the system

Welcome Letter

Thank you for your interest in the Sport Birmingham Board Trustee role at what is one of the most exciting times in sport in Birmingham. We have created this pack to give you some insight into who we are, what we do and the role that you can play in supporting us on our journey.

Sport Birmingham is here to make a positive difference to people's lives through sport and physical activity. We are the city's strategic sports partnership, working as a leading charity to join up policy and investment with delivery partners who bring inclusive and accessible sport and physical activity to communities. We provide support through insight, knowledge and expertise to anyone in Birmingham working towards our vision of a more active city and a healthier place to live, learn, work and play.

We are looking to appoint a new trustee to enhance the skills of the current board, specifically someone with significant marketing experience and qualifications whom is excited to help us optimise our existing strengths, realise our ambitions and build a more active and healthy city and region. We are particularly keen to ensure the board improves it's diversity and truly represents the communities of the city by being a wonderful advocate for the charity and actively promoting our strategy because they believe in our wider social purpose.

I hope that you will feel inspired to want to join us.

Yours faithfully,

Mike Chamberlain
Chief Executive



The Board



The role of the board of Sport Birmingham is to provide leadership of the company within a framework of prudent and effective controls which enables risk to be assessed and managed.

The board approves and monitors the company's strategic plans, ensures that the necessary financial and human resources are in place for the company to meet its objectives and reviews management performance. The board also sets the company's values and standards and ensures that its obligations to its stakeholders and others are understood and met.

Job Purpose

Main Responsibilities

Each board member is expected to apply their specific skills, knowledge or experience to help the board reach sound decisions and make a practical contribution according to their particular knowledge, skills or experience. This will involve:

- Contributing to the oversight and delivery of the vision, strategy, values and policies of SB, in collaboration with the CEO and Trustees.
- Ensuring with the Chair and Chief Executive, that Sport Birmingham discharges its duties in a legal and effective manner.
- Scrutinising board papers, attending 4 board meetings per year, and participating in Board discussions to ensure the effective governance.
- Bringing independent judgement to the decision making processes of the Board.
- Ensuring that the planning and budgeting processes are carried out in accordance with the Articles and terms of Reference of the Company.
- Ensuring that Sport Birmingham establishes the necessary and appropriate policies and that these are implemented appropriately.
- Playing a part to ensure appropriate communication takes place with all major stakeholders, including the membership and wider community.
- Represent and champion SB by being its advocate and ambassador for the sport at local, regional and national levels.
- Being a guardian of the reputation of SB and seek to ensure it is regarded as a supportive, respected and trusted body.
- Providing guidance and support to the SB Team in the performance of their responsibilities.
- Contributing to the Board's evaluation of its own performance and any action required to improve the performance of the Board.

Specific Responsibilities (additional)

- Represent also as a member of the Business Development Working Group, which meets approximately 4 times per year.
- Provide oversight and guidance on marketing strategy and communications planning, supporting the Marketing & Insight Manager within the team.

Person Specification

Specific Requirements

- A good understanding of corporate governance and an appreciation of operating within a voluntary organisation with many partnership and stakeholder relationships.
- A recognised marketing qualification and/or significant marketing experience.
- An interest in charities or not for profit sector.

General Requirements

- Be committed to and supportive of the purpose, objects, values and values of the organisation.
- Be constructive about other board members' opinions during discussions and in response to the contributions of staff during meetings.
- Be able to act reasonably and responsibly when carrying out the role of board member, understanding and accepting their legal duties.
- Maintain confidentiality on sensitive and confidential information.
- Recognise when conflicts of interest occur; acknowledge them and act appropriately in accordance with their legal duties.
- Understand the purpose of meetings, prepare for them adequately and attend regularly.
- Be able to analyse information, including financial data and when necessary, challenge constructively.
- Be able to make collective decisions and to stand by, and explain, those decisions.
- Be able to work in a team.
- Be committed to equality and diversity.



Term

A term of 4 years with an option to extend for a second term.

Positions are non-executive and are not salaried but expenses will be reimbursed.

To Apply

Email: recruitment@sportbirmingham.org with your CV, Equal Opportunities form and Covering letter outlining your suitability for the role. In the email subject line please include Trustee of Sport Birmingham.

Closing Date: Friday 14th February 2025

For an informal discussion about the role please contact either:

Mike.Chamberlain@sportbirmingham.org or Tom.McIntosh@sportbirmingham.org

