



FAW CHIEF COMMERCIAL OFFICER

RECRUITMENT PACK



ABOUT THE ROLE

One of the three oldest associations in the world, the FAW was established in 1876 to nurture, lead and promote the interest of football in Wales.

Our mission is to make sure that football creates positive, inclusive experiences enjoyed locally and nationally and promote the sport in Wales by highlighting its benefits for everyone, everywhere. We recognise a need for constant development and improvement, and Welsh football must not sit at the side-lines. By listening and working with our football family members and stakeholders, we strive to provide an inclusive and accessible offer that creates opportunities for all at every level of the game. By harnessing the power of football and all it has to offer, we'll make a difference for every member, stakeholder, supporter, and community throughout Wales and beyond.

Reporting to the FAW Chief Executive Officer, and a key member of the FAW Leadership Team, the Chief Commercial Officer role presents a real opportunity to drive transformational change by delivering revenue growth and engagement to achieve the strategic vision of the Association. This role will be key in supporting the organisation and CEO to achieve our commercial and customer success metrics to push the FAW towards a world-leading national association.





RESPONSIBILITIES

- ✓ Drive commercial revenues in line with FAW business plan/budgets with focus on reaching our potential in partnerships, sponsorships, TV rights (non-UEFA/FIFA), ticketing and hospitality, merchandising and licensing and monetising of FAW services and assets
- ✓ Oversee and deliver increased revenue generation and customer engagement, as well as manage departmental performance in line with the FAW strategy, budgets and forecasts.
- ✓ Introduce innovation in practise and in developing new revenue streams ensuring that market research is evaluated and business strategy adjusted as required
- ✓ Lead the digital transformation of the FAW commercial operations including developing and delivering an e-commerce strategy to significantly increase online revenues and engagement.
- ✓ Extend commercial partnerships beyond traditional sponsorship by building value-driven collaborations, driving co-created digital products and campaigns
- ✓ Use insights and data to make informed, strategic commercial and marketing business decisions.
- ✓ Develop and deliver the FAW's creative expression across internal and external branding and digital content, whilst ensuring innovative content and engagement solutions to support the FAW's commercial aims and partnership activation requirements.
- ✓ Develop and deliver the FAW digital strategy to ensure we deliver an on-brand experience at every digital touchpoint
- ✓ Develop strategies to monetise the FAW's growing data assets, creating a data/CRM plan for the organisation.
- ✓ Leverage digital platforms to commercialise original FAW content, expanding global reach and monetisation opportunities.
- ✓ Oversee the creation of digital products and services to significantly improve the football experience in Wales as a fan, player, coach, referee or administrator.
- ✓ Develop strong partnerships and relationships with key stakeholders who wish to support the growth of Welsh football
- ✓ Ensure the ticketing department reaches the FAW's sales potential while maintaining first class customer service and experience.
- ✓ Set the strategy, goals and objectives for the marketing department.
- ✓ Apply established digital principles to tracking conversion, retention, and churn.
- ✓ Reviewing financial reports and budgets to monitor performance against set objectives
- ✓ Ensure the FAW's national facilities are utilised to gain the maximum commercial value.
- ✓ Key Safeguarding responsibilities including ensuring partner compliance with Safeguarding obligations and overseeing the Safeguarding related marketing campaigns as necessary.



PERSON SPECIFICATION

We are looking a dynamic Chief Commercial Officer who has the skills and experience to drive revenue growth and diversification across our commercial functions and deliver innovative solutions to ensure the FAW is positioned as a world-leading national association.

Qualifications and Experience

- ✓ Educated to degree level or equivalent, Masters degree is advantageous
- ✓ Proven track record of delivering commercial income generation through traditional sponsorship sales and other revenue streams.
- ✓ Established network of business contacts which are of benefit to Welsh football.
- ✓ Experience of delivering a commercial data strategy to include CRM.
- ✓ Experience of delivering e-commerce platforms and associated digital commercial opportunities to ensure diversification of revenue streams.
- ✓ Experience operating successfully within a fast paced organisation.
- ✓ Budget development and management
- ✓ Strong track record of delivery of against targets and a track record of generating growth

Knowledge/Skills/Behaviours

- ✓ Strategic thought leadership within a business context
- ✓ Proven ability to plan, implement and analysis performance results against objectives and KPIs
- ✓ Excellent interpersonal, written and oral communication skills
- ✓ Ability to deliver innovative strategic and creative solutions that help transform business performance
- ✓ The ability to influence and lead teams to help drive positive change
- ✓ Deep understanding of the role of data in decision-making, digital marketing and customer service.
- ✓ Knowledge of the role of different technologies used to drive b2b and b2c engagement and revenue.
- ✓ Ability to build trust and effective working relationships with a wide range of stakeholders
- ✓ Knowledge of UEFA/FIFA business practises (desirable)
- ✓ Passion for, and understanding of, football (desirable)

FAW Values

Excellence - we approach every challenge with determination and a drive to deliver our very best in all we do. We display commitment, motivation, discipline and perseverance, and hold ourselves accountable for results. In every aspect of business and sport, we strive to excel.

Family – we promote a welcoming culture of warmth and belonging where everyone is embraced. Through the power of the collective, we'll continue to expand our football family, welcoming anyone who wants to achieve great things for Wales.

Respect – we believe that different ideas, strengths, interests, and cultural backgrounds are fundamental for success. We'll earn the respect of others through our commitment to be open, honest, ethical and fair



FURTHER INFORMATION

- ✓ This role is based at our site in Hensol, Vale of Glamorgan
- ✓ We operate a hybrid working model with flexibility between home and office working.
- ✓ This role reports directly to the Chief Commercial Officer
- ✓ This is a full-time role on a permanent contract
- ✓ Competitive salary
- ✓ Benefits include generous pension contributions, medical cash plan scheme, match tickets and staff discounts, subsidised gym membership.





APPLICATION PROCESS

- ✓ If you would like to be considered for a position, please submit your CV and Cover Letter here – [click here to apply](#)
- ✓ Closing date for applications is 7th November 2025.
- ✓ There will be a two-stage interview process. Stage one will be an online interview, stage two in person.

