



# **The Scottish Women's Premier League Limited**

**PRIVATE AND CONFIDENTIAL**

**Candidate Brief**

For the position of

**Managing Director**

# The Scottish Women's Premier League Limited



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## **The Company and competitions**

On 15 February 2022, Scottish Women's Football ("SWF"), the Scottish FA and the Scottish Professional Football League ("SPFL") jointly announced that, from summer 2022, responsibility for the top two divisions of Scottish women's football would pass from SWF to the SPFL. This followed a consultation process involving the 17 women's elite football clubs in Scotland and a lengthy governance review, carried out by the Scottish FA in association with UEFA.

The SPFL has a history stretching back over 122 years of running professional football leagues and is well placed to accelerate the growth of the women's elite game in Scotland at this crucial point in its history.

The Scottish Women's Premier League Limited ("SWPL") is a private limited company and a wholly owned subsidiary of the SPFL. It will have a board of nine directors, made up of:

- an independent non-executive chair
- an independent non-executive director
- a Managing Director
- one representative appointed by the SPFL
- four non-executive directors appointed by SWPL1 clubs
- one non-executive director appointed by SWPL2 clubs

The inaugural season of league competition in the new era, starting this summer, will see two league divisions, constituted as follows:

### **SWPL1**

12 clubs playing each other once home, once away (i.e. 22 games) before the division splits into two halves, each of six clubs. Each club will then play each other club in its half once more, home and away (i.e. ten games) – making 32 games in total.

The top team will be the champion club, earning it a place in the UEFA Women's Champion League (alongside the second-placed club) in season 2023/24.

The 12<sup>th</sup> placed club will be relegated to SWPL2; whilst the 11<sup>th</sup> placed club will play-off against team 2 in SWPL2 for the right to play in the SWPL1 for season 2023/24.

### **SWPL2**

8 clubs playing each other twice home, twice away (i.e. 28 games).

# The Scottish Women's Premier League Limited



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The top club will be promoted automatically to SWPL1. The second placed club will play off against club 11 in SWPL1, as set out above.

The 8<sup>th</sup> placed club will be relegated automatically to the SWF Championship.

The 7<sup>th</sup> placed club will play off against the second team in the SWF Championship for the right to play in SWPL2 for season 2023/24.

## **League Cup**

The Company will also run a cup competition for the 20 clubs in the SWPL2.

## **Company objectives**

- To run league and cup competitions with standing and recognition throughout Europe and globally.
- To maximise and deliver the commercial potential of the above competitions for the benefit of the member clubs.
- To achieve transformative financial growth for the women's game in Scotland.
- Provide leadership in the development of key initiatives to improve the quality of the game in Scotland and to set a pace for the whole of Scottish women's football.
- Build strong relationships with stakeholders including Government, broadcasters, competition organisers and football governing bodies in Scotland and around the world.

## **Role**

The role of **Managing Director** will report to the Board through the Independent Non-Executive Chair. As the senior executive officer of the SWPL, the Managing Director is expected to provide managerial direction and leadership throughout the organisation.

## **Main accountabilities**

- To advise and assist the Chair and the Board / clubs in General Meetings on the development of a framework of strategic policies and objectives and to facilitate their achievement throughout the organisation.

# The Scottish Women's Premier League Limited



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- To lead the strategic planning processes in the organisation, identifying opportunities, trends and needs, planning objectives and strategies, monitoring progress and reviewing performance and effectiveness.
  - To ensure that a business planning process is in place and to present a coherent overview to the Board and at General Meetings which includes realistic options for policy prioritisation and resource allocation.
  - To help promote a climate of corporate working and cooperation between the Board and its officers to ensure that corporate management is achieved.
  - To lead the staff team and ensure it focuses on the strategic issues facing the SWPL and promotes a corporate ethos throughout the organisation.
  - To keep under review the machinery of the SWPL and to advise on effective organisational arrangements for the execution of SWPL business and the effective provision of services to the Board, clubs and commercial partners.
  - To take responsibility for the PR and commercial functions of the SWPL and ensure these are carried out effectively through delegated responsibility, where appropriate.
  - To advise the Board and its Working Groups on football and commercial issues which could affect the SWPL and the implications for SWPL policy.
  - To establish and maintain effective relationships with outside bodies to assist the achievement of SWPL policies and objectives and to build a positive image of the SWPL.
  - To represent the SWPL nationally in sporting and other environments, and internationally as required.
  - To develop effective media relationships to ensure that the SWPL position is portrayed with clarity and to seek to promote and enhance the image of the SWPL at all times.
  - To promote quality and excellence in all SWPL activities, to encourage pride in work and to lead initiatives to improve management and other internal practices.
  - To ensure through appropriate human resource strategies that the staff are highly motivated, skilled and committed to the achievement of SWPL and personal objectives.
  - To act as a role model for employees of the SWPL by demonstrating the highest standards of professionalism, integrity and probity and promoting these throughout the organisation.
  - To lead the staff, setting priorities and targets for staff, motivating and developing them to achieve their full potential and reviewing performance.

In carrying out these responsibilities the Managing Director should provide a regular performance report to the Board and clubs.

# The Scottish Women's Premier League Limited



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## **Candidate profile**

### **(i) Previous experience**

The successful candidate must have experience in a high profile, complex, multi stakeholder organisation.

It is unlikely that anyone without a track record of operating at a senior level in a politically sensitive and commercially driven environment will have the necessary experience to take on this role.

Whilst it is not essential that the individual comes from a background in Scottish women's football, as a minimum requirement they must have an understanding and empathy with Scottish women's football, both as a sport and as a business.

Evidence of success in brokering collaborative working relationships with a range of stakeholders across an industry will also be vital.

In addition, the candidate must be able to demonstrate proven experience in the following general management areas:

- A strong and successful track record in developing and leading a commercially orientated business.
- Communication skills – a confident public speaker able to engage the media and act as an ambassador for the SWPL.
- Politically astute – able to grasp relevant issues and understand the relationships and interdependencies between all interested parties up to and including the Government.
- Sound financial management skills.
- Demonstrable capacity to develop policy options for the Board.

### **(ii) Personal characteristics**

- A breadth of outlook and objectivity necessary to establish effective working relations with Board members and clubs.
- The ability to work closely with the Chair and to build the trust, confidence and respect of all Board members and clubs.
- A self starter with good motivational skills.
- Communication skills to provide clarity and insight in the advice given on future policy and direction.

# The Scottish Women's Premier League Limited



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- A highly effective ambassador and advocate for the SWPL in its relations with a range of outside bodies.
  - A commitment to promote quality, value for money and a performance led culture throughout the organisation.
  - Maturity in terms of presentational style and behaviour.
  - A good strategic thinker - an influencer and shaper.
  - Tactical flexibility in order to manage the multi-stakeholder environment.
  - The ability to prioritise and juggle conflicting demands – comfortable working at pace.
  - A resilient, patient and diplomatic operator who leads by example.

### **(iii) Package**

The salary for this role will be negotiable dependent upon the background and experience of the appointed candidate. There will also be bonus opportunity worth up to 30% of base salary.

Benefits will include a Car or Car Allowance; Pension; Private Medical Insurance; Life Insurance.

### **Applications**

Applications should be sent in writing, together with an accompanying CV, to Michele Shields, at [micheleshields@spfl.co.uk](mailto:micheleshields@spfl.co.uk).