



## **Chairperson – Cheltenham Town Women FC**

**Voluntary | Tier 3 Women's Football | Not-for-Profit**

Cheltenham Town Women FC is an ambitious women's football club competing at **Tier 3 of the English women's football pyramid**.

The club is committed to developing women's football in Gloucestershire, providing opportunities for players to compete at a high level while building a sustainable, successful and community-focused football organisation.

The club is now seeking an experienced and passionate **Chairperson** to succeed our existing Chair, who is stepping down after 12 years in the role, and to help lead the next stage of its development.

This is an exciting opportunity for an individual with a genuine understanding of the women's game, strong leadership and governance experience, and the ambition to help shape the future of Cheltenham Town Women FC. The club has established itself within the regional women's game and is now looking to build on its foundations, strengthen its position within the football pyramid and increase its impact both on and off the pitch.

### **The Opportunity**

The Chairperson will provide strategic and hands-on leadership to Cheltenham Town Women FC, working collaboratively with the Board and the club's staff, players, volunteers, supporters and wider stakeholders.

The role will combine **strategic leadership, governance, commercial development, stakeholder engagement and advocacy for women's football**, with the Chairperson playing a key role in shaping the club's future direction and ensuring it operates effectively and sustainably.

The successful candidate will ideally have experience within the women's game and will bring a strong understanding of the opportunities and challenges facing clubs operating within the English women's football pyramid, particularly at Tier 3.

The Chairperson will provide leadership across the day-to-day running of the club, while working closely with the Board and wider football structure to ensure the club's sporting, financial, commercial and community objectives remain aligned.



## **Key Responsibilities**

### **Strategic Leadership**

- Lead the Board in developing and delivering a clear long-term strategy for Cheltenham Town Women FC.
- Establish an ambitious but sustainable vision for the club and ensure it remains focused on its long-term objectives.
- Ensure the club's sporting, financial, commercial and community objectives are aligned.
- Provide leadership through the continued development and growth of the club within women's football in Gloucestershire.
- Monitor strategic performance and ensure the Board remains focused on delivering agreed priorities.
- Identify opportunities to strengthen the club's position within the women's football pyramid.

### **Board Leadership & Governance**

- Chair Board meetings and ensure effective, constructive and transparent decision-making.
- Ensure Board members understand their responsibilities and are able to contribute effectively.
- Provide appropriate challenge and support to the Board and senior club leadership.
- Maintain strong oversight of financial management, risk, safeguarding and regulatory compliance.
- Ensure the club operates to high standards of governance appropriate to a Tier 3 organisation.
- Lead the development of an effective and appropriately skilled Board.
- Ensure decisions are made in the best interests of Cheltenham Town Women FC.

### **Football & Sporting Development**

- Work closely with the football leadership to support the club's sporting strategy and long-term ambitions.
- Provide strategic support to the development of the first team, reserves and wider player pathway.
- Help create an environment in which players and football staff can develop and perform.
- Support the club's ambition to compete successfully at Tier 3 and progress sustainably within the women's football pyramid.
- Maintain a clear understanding of the relationship between sporting ambition and financial sustainability.
- Champion opportunities for girls and women to progress within football.



### **Women's Football**

The Chairperson will be an important advocate for the continued development and growth of women's football, both within Gloucestershire and the wider game.

They will:

- Bring a strong understanding of the women's football landscape and the challenges and opportunities facing the women's game.
- Represent Cheltenham Town Women FC positively within the wider football community.
- Build and maintain relationships with the FA, leagues, clubs and other football organisations.
- Advocate for appropriate investment, opportunities and recognition for women's football.
- Support the continued growth and development of the women's game.
- Ensure Cheltenham Town Women FC has a strong and constructive voice in discussions affecting the future of the sport.

### **Financial & Commercial Sustainability**

- Provide strategic oversight of the club's financial position and long-term sustainability.
- Work with the Board to ensure responsible financial planning and decision-making.
- Help identify and develop new commercial opportunities and sustainable income streams.
- Support the growth of sponsorships, partnerships, fundraising and other sources of income.
- Build and maintain relationships with local and regional businesses and organisations.
- Ensure the club's ambitions remain aligned with its financial capacity and long-term sustainability.



### **Community & Gloucestershire**

Cheltenham Town Women FC has an important role to play within the local community and across Gloucestershire.

The Chairperson will:

- Strengthen the club's relationships with the people and organisations of Cheltenham and Gloucestershire.
- Support initiatives that increase participation and opportunities in women's and girls' football.
- Champion the club as a positive role model for women and girls across the region.
- Help increase the visibility and profile of women's football locally.
- Encourage greater engagement from supporters and the wider community.

### **Stakeholder & Partnership Management**

The Chairperson will act as a senior ambassador for Cheltenham Town Women FC, representing the club positively and developing strong, constructive relationships with key stakeholders and partners, including:

- The Football Association and relevant league bodies.
- Cheltenham Town FC and other football stakeholders.
- Local authorities and community organisations.
- Sponsors and commercial partners.
- Grassroots and youth football organisations.
- Supporters and local media.
- Other women's football clubs and organisations.



### **Candidate Profile**

We are looking for an experienced and committed leader who can provide strategic direction, strong governance and effective representation for Cheltenham Town Women FC.

The successful candidate will bring a combination of leadership experience, strategic and commercial awareness, strong communication skills and a genuine commitment to the development of women's football.

#### **Essential**

- Senior leadership, Board or governance experience, with the ability to lead effectively and support sound decision-making.
- A strong understanding of the English women's football pyramid and the environment in which clubs operate.
- An understanding of the opportunities and challenges facing clubs at Tier 3.
- Strong strategic and commercial awareness, with the ability to balance ambition with long-term sustainability.
- Experience of financial oversight and organisational sustainability.
- Excellent communication and stakeholder-management skills.
- The ability to lead through influence, collaboration and constructive challenge.
- A genuine commitment to the development and growth of women's football.

#### **Desirable**

Experience in any of the following would be advantageous:

- Women's football, particularly **FA Women's National League football**.
- Women's football club governance, administration or leadership.
- Professional or semi-professional sport.
- Not-for-profit or community organisations.
- Commercial partnerships and sponsorship.
- Fundraising and business development.
- Football development or player pathways.
- Community engagement.
- Working with governing bodies or sporting organisations.



### **The Person**

The successful Chairperson will be:

#### **Passionate about women's football**

Someone who understands the importance of the women's game and is motivated to contribute to its continued growth and development.

#### **Ambitious**

Someone who believes Cheltenham Town Women FC can achieve significant sporting and organisational success while remaining sustainable.

#### **Strategic**

Able to look beyond individual matches and seasons and focus on the club's long-term future.

#### **Independent and objective**

Able to make decisions in the best interests of the club and provide appropriate challenge and support to fellow Board members.

#### **Collaborative**

Able to bring together directors, football staff, players, volunteers, supporters and partners around a shared vision.

#### **Commercially minded**

Able to identify opportunities that strengthen the club's financial resilience, profile and long-term sustainability.

#### **Community-focused**

Understands the importance of Cheltenham Town Women FC's role within Cheltenham and Gloucestershire and its potential to inspire women and girls.

#### **Credible and well connected**

Able to represent the club confidently and build positive relationships across football, business and the wider community.



### **Commitment**

This is a **voluntary Chairperson position**.

The role requires a significant commitment to the club, including regular Board meetings, preparation and engagement between meetings, attendance at selected fixtures and events, and representation of the club at relevant football, community and commercial engagements.

The Chairperson should be available to provide additional leadership and support during key strategic, financial or organisational periods.

### **Why Join Cheltenham Town Women FC?**

This is an opportunity to play a significant role in shaping the future of women's football in Gloucestershire and the next chapter of an ambitious Tier 3 football club.

The successful candidate will have the opportunity to:

- Help shape the next chapter of an ambitious Tier 3 women's football club.
- Influence the development of women's football across Gloucestershire.
- Build a sustainable and respected football organisation with a strong long-term future.
- Strengthen the club's commercial and community impact across the region.
- Support the development of players and help create opportunities for future generations of women footballers.
- Represent Cheltenham Town Women FC within the wider English women's game.

### **Our Vision**

**To build a sustainable, ambitious and community-focused women's football club that Cheltenham and Gloucestershire can be proud of – both on and off the pitch.**

We are looking for a Chairperson who shares that ambition and can bring the leadership, experience and passion needed to help Cheltenham Town Women FC realise its potential.