



Chwaraeon Met Caerdydd  
Cardiff Met Sport

Cardiff Met Football  
Club Ltd  
Board of Directors

Candidate Information Pack



Cardiff  
Metropolitan  
University

Prifysgol  
Metropolitan  
Caerdydd

# Overview of Cardiff Met Football Club

Cardiff Met University is one of the only institutions in the country that supports elite semi-professional football for both Men & Women. Our teams compete in the top University (BUCS) leagues and also in the Cymru and Adran premier respectively.

Success is in our DNA, with notable achievements including:

- The first University to ever reach the Europa League Qualification stages and the UEFA Women's Champions League Qualifiers.
- Have been crowned British University Champion's on five occasions (x3 women; x2 men)
- Winners of the Women's Welsh Premier League on 6 occasions.

Players that have come through our system in recent years include:

- Sophie Ingle (Wales Captain and Champions League Winner with Chelsea FC)
- Will Evans (Newport County)
- Adam Roscrow (AFC Wimbledon)

In addition, the club has been awarded Category A status for its Junior Academy (U8 - U19), making it one of only 4 in Wales.

To continue to grow and develop the football system, we recently completed a transfer of the football club from its original student roots, into the University and formed CMUFC Ltd. The club now operates as a subsidiary, benefitting from wider institutional support. This new entity will have at its heart a balanced, diverse, inclusive and skilled Board. The first step in this process is to appoint an independent Chair. We will then also recruit for a further 6-8 members based on the needs and requirements of the football club.



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# Strategic Objectives

Cardiff Met Football Club strives to ensure strategic alignment between Cardiff Metropolitan University and the Football Association of Wales. The recent creation of a Five-Year Development Plan outlines the Club's commitment to the domestic pillars of Welsh Football, whilst recognising our position within the wider University. The Football Club operates out of Cardiff Met Sport, the sport, physical activity and health delivery arm of the University. Met Sport has the following strategic drivers:

## Mission

We will deliver an outstanding, inclusive sporting experience and Cardiff Met will be regarded as Wales' Sporting University, capitalising on sport as a lever for wider social, economic and social good.

## Approach

We will take a whole system approach across the University and the City of Cardiff. This means bringing together a wide range of partners; taking coordinated action across key areas; and focusing on system levers, where a small shift can create large changes. We will invest in and develop our research and evaluation capabilities to underpin this approach and ensure continued learning across the organisation.

We do this by working across 9 outcome areas:

**People** – We will continually develop an environment where one group of talented people can do the best work of their lives. This will include a focus on providing opportunities for our students through Open Campus and developing our coaching and volunteer workforce.

**Places** – We will develop and invest in our facility infrastructure to create accessible spaces that inspire movement and performance

**Profile** – We will establish our identity as Wales' Sporting University built on our community and performance programmes, underpinned by the iconic Archer story.



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## Strategic Objectives cont.

**Pounds** – We will focus on maximising the profitability of our existing programmes and explore the creation of new revenue streams that provide a sustainable and aligned return on investment.

**Move More** – We will lead the development of the Move More strategy adopting a place based approach, working with partners to make Cardiff the most active City in the UK.

**Participation & Inclusion** – We will improve the experience of our workforce, students and communities by providing equitable opportunities, improving participation levels and enabling all to feel included. Positioning equality, diversity and inclusion as everyone's business.

**Play** – We will develop and modernise our club structures. Providing an outstanding, inclusive student experience, whilst using the power of our sport clubs to support our wider sporting offer and sense of institutional belonging.

**Performance** – We will deliver transformational improvements in our performance programmes through structural change and significant investment driving sustained success on the National & International stage.

**Planet** – We will evolve existing practices and work with partners to drive forward sustainability initiatives that have a positive impact on achieving a low-carbon future.

**Process** – We will re-align the delivery model for sport and utilise data to sustain existing and improve outcomes from participation to performance.



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# Board Composition

At Cardiff Met University, our strategic ambition is to be Wales' Sporting University. This is an exciting opportunity for an experienced individual to become part of our unique sporting eco-system helping to build on our track record of success across men's, women's and junior football.

Due to the unique nature of the Football Club and its place within the University, this role will be primarily focussed on providing expert guidance and advice, to ensure we are maximising all avenues of development across the football system. We are seeking inspiring individuals who are passionate about football and the unique role sport plays in the education, development and learning of young people. These roles will act as figure-heads for Cardiff Met Football Club and will represent the University nationally as a member of the FAW.

Working with the Director of Football System, the role of the Board is to provide effective support and guidance that will enable CMUFC to be successful and sustainable. Suitable candidates will have experience and expertise across (at least) one of the following areas:

## 1. Marketing & Communications

### Purpose:

To support the enhancement of Cardiff Met FC's visibility, brand, and fan engagement.

### Responsibilities:

- Advise on marketing strategy and digital communications.
- Support social media, PR, and matchday promotion efforts.
- Strengthen relationships with media and stakeholders.
- Enhance storytelling about player development and community impact.
- Ideal Background: Brand strategy, PR, journalism, social media management, or digital marketing.

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## 2. Commercial & Sponsorship

### Purpose:

To support revenue generation drive revenue through partnerships and business development.

### Responsibilities:

- Provide advice and support with the development of sponsorship strategies.
- Identify potential and secure commercial partnerships.
- Support hospitality and match day experience growth.
- Advise on value creation and long-term commercial sustainability.

### Ideal Background:

Business development, sales, corporate partnerships, or sports marketing.

## 3. People & Culture

### Purpose:

To provide guidance and advice on professional sport contracts and employment law

### Responsibilities:

- Provide advice and support with the contracting and engagement of staff and players within a professional sport club environment
- Support the development of a high-performing environment and culture
- Identify opportunities to support the learning and development of staff and players
- Advise on risk management and audit processes.

### Ideal Background:

Employment law (with experience of working in a professional sport club environment), culture development, learning & development



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## 4. Sports Funding / Grant Applications

### Purpose:

To help secure external investment to grow club projects and infrastructure.

### Responsibilities:

- Identify and support applications for sports development, community, and infrastructure grants (e.g., Fit for Future Facilities Grant)
- Build relationships with funding bodies (Sport Wales, FAW, UK Sport, etc.).
- Support strategic project bids aligned to club development priorities.

### Ideal Background:

Grant writing, fundraising, sport development, or public-sector funding.

## 5. Club Development

### Purpose:

To support the Club's in elevating its community impact.

### Responsibilities:

- Contribute to strategic planning and club development frameworks.
- Champion inclusion, diversity, and sustainability initiatives.

### Ideal Background:

Sports administration, governance, community development, or project management.



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# Key Information

## Management of Meetings

To attend up to five meetings per annum, including the Annual General Meeting.

## Leadership and Governance

Leadership of the football system is provided through Cardiff Met Sport and the Director of Football System. The board's responsibility involves providing advice and guidance that supports the strategic direction and priorities.

Candidates should be aware that the club resides within the University and therefore, the board does not have autonomy to make strategic decisions that do not align with corporate policy.

## Promote Equity and Equality

To enable equity in practice and strive for equality for all members, staff, and board members. To ensure the Board has and takes responsibility for the alignment with University policy on equality, equity, diversity and inclusion.

## Ambassador Role

Acts as an ambassador for CMUFC externally and help build its brand and public image, ensuring an effective local and regional profile in consultation with the Director of Football System. Represents CMUFC as required with key stakeholders, such as the FAW, Sport Wales, Welsh Government or other influential decision-makers. Attends ad-hoc meetings as required (for example stakeholder meetings) to promote the values and purpose of CMUFC.





# Person Specification

## Essential

- Evidence of success, in a, Charity, Corporate, Health, Housing, Education, Equalities or Professional Services environment.
- Awareness and understanding of the Welsh and UK Football system.
- Experience on other Boards.
- Considerable commercial experience and ability to utilise knowledge and networks to support the development of the football club.
- Evidence of the ability to act with professionalism and probity, and with a strong philosophy of equity, inclusion, and diversity.
- Legal and corporate governance experience.

## Desirable

- An understanding of the Welsh sporting sector and the challenges facing sports organisations at a domestic and/or international level.
- Specific legal experience.
- An understanding of the Higher Education sector.
- The ability to effectively communicate through the medium of Welsh.



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# Further Information

## Remuneration

The role is voluntary with all reasonable expenses incurred during the fulfilment of duty reimbursed in line with University policy.

## Time Commitment

Attending board meetings and representing the club externally as required.

## Term

The term of office is 3 years with a second term (of 2 years) subject to board approval.

## Recruitment

To submit an application for this role, please send a CV, identifying how your skills, ability and experience meet the criteria outlined in this pack.

Deadline: 5pm Friday December 19th 2025

If you would like to discuss the position prior to submitting an application then please contact Ben O'Connell – Director of Sport: [boconnell@cardiffmet.ac.uk](mailto:boconnell@cardiffmet.ac.uk)

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