



# INDEPENDENT DIRECTOR - COMMERCIAL STRATEGY

Role Description | 2024

## IN A NUTSHELL

Triathlon Ireland (TI) is the national governing body for the sport of Triathlon in Ireland, affiliated to World Triathlon and Europe Triathlon.

Our primary responsibility is the development, promotion and safeguarding of the sport of triathlon in Ireland. We do this, in collaboration with our network of strong affiliated clubs, through the sanctioning of triathlon related events throughout Ireland; and through developing systems and structures for athletes of all levels from novice to elite to participate in the sport.

Triathlon Ireland has a non-executive Board who employ a Chief Executive Officer, who in turn manages a team of 20+ professional staff. Beyond this, like many sports, the achievements of the sport are due in no small way to a large number of dedicated volunteer officials, administrators, and coaches.

Triathlon Ireland has a Constitution which contains the fundamental rules of its operation.

## OUR MISSION

To strengthen our community, open triathlon to all and to transform lives through swimming, cycling and running.

## OUR STRATEGY

To deliver a sport that...

- Is vibrant and attractive to all
- Runs brilliant events that captures people's imaginations
- Innovates to grow
- Delivers international success
- Gets the nation moving

## BOARD COMPOSITION

The Board consists of the following Directors:

- The Table Officers (being the President, Finance Director and Vice President) elected by the members at AGM
- Four (4) Ordinary Directors elected by the members at AGM
- Up to Four(4) co-opted Independent Directors to compliment the skill set and experience of the Board as it sees fit.

## DIRECTORS DUTIES

- To act as a Director of Triathlon Ireland (the Company) in the best interests of the Company with honesty and good faith towards its members, employees, partners, funding agencies, sponsors and the communities within which the Company operates.

- To use such personal and professional skills together with such contacts, experience and judgement as they may possess with integrity and independence to optimise both the short and long term performance of the Company and in particular the areas of her/his own portfolio of responsibility.
- To play a full part in enabling the Board to arrive at balanced and objective decisions in the performance of its agreed role and functions
- To challenge and contribute to the development of strategy constructively;
  - scrutinise the performance of management in meeting agreed goals and objectives and monitor the reporting of performance
  - satisfy themselves that the integrity of financial information and that financial controls and systems of risk management are robust and defensible;
  - ensure that they are consulted upon and receive adequate information in a timely fashion about the finances, proposed strategy plans and activities that would have a Material Effect on the Company;
  - ensure that they fully understand: the business of the Company and its services, the sport and territories in which the Company operates; the roles of staff in the Company; the Company's organisation, structure and methods of working;
- To ensure that they understand the views of major funding partners and sponsors;
- To attend a comprehensive, formal and tailored induction;
  - seek continually to develop and refresh knowledge and skills to ensure any contribution to the Board remains informed and relevant;
  - ensure that any concerns which cannot be resolved about the running of the Company or a proposed action are recorded in the Board minutes; on resignation provide a written statement to the Chair, for circulation to the Board, with regard to any such concerns.

## **INDEPENDENT DIRECTOR: COMMERCIAL STRATEGY SPECIFIC RESPONSIBILITIES**

### **1. COMMERCIAL STRATEGY DEVELOPMENT:**

- Advise and assist in the development and implementation of a comprehensive commercial strategy to drive revenue growth and sustainability.

### **2. REVENUE STREAM INNOVATION:**

- Work with the Executive to Identify and evaluate new revenue streams, including innovative business models, sponsorships, and commercial opportunities that align with the organisation's mission and goals.

### **3. COMMERCIAL NETWORK EXPANSION:**

- Expand the organisation's commercial networks by leveraging personal industry connections and identifying new potential partners to broaden our reach and impact.

### **• PERFORMANCE MONITORING AND REPORTING:**

- Liaise with the newly formed Commercial Advisory Group, CEO and Board to monitor the effectiveness of commercial strategies and initiatives, providing regular performance reports and insights to the Board to ensure strategic objectives are met.

## **ESSENTIAL SKILL SETS:**

### **STRATEGIC THINKING:**

- Demonstrated ability to develop and implement strategic plans, particularly in commercial and business development contexts.

### **BUSINESS DEVELOPMENT EXPERTISE:**

- Proven track record in identifying, negotiating, and securing new business opportunities and revenue streams.

### **NETWORK, RELATIONSHIP BUILDING AND COMMUNICATION:**

- Extensive network of industry contacts and the ability to build and maintain strong relationships with a variety of stakeholders, and having excellent communication skills with all involved parties.

## **FURTHER INFORMATION**

This position is voluntary and will involve a commitment of approximately 8-10 days per annum (inclusive of Board and sub-committee meetings).

The term of office is four years. All reasonable expenses incurred during the fulfilment of duty will be reimbursed in line with Triathlon Ireland's Finance and Expense Policy. We are committed to operating a positive and flexible professional environment and will seek to ensure that we remove any barriers to full engagement on our Board.

Please contact [roisin@triathlonireland.com](mailto:roisin@triathlonireland.com) to apply with a CV and a brief cover letter by cob Thursday 8th August.

## ABOUT US

Triathlon Ireland has experienced considerable growth over the past decade and made great strides in developing the professionalism of the organisation.

Since 2005 our membership has grown from 800 to more than 20,000. Triathlon Ireland is a great place to work and we pride ourselves on the culture of our team which numbers almost 25 across Operations, Development, Marketing , Finance and High Performance.

We have almost 100 affiliated clubs on the Island of Ireland, a 40% female participation rate and we sanction 200 events annually.

Triathlon Ireland has achieved a great deal from an operations, membership & events perspective – the successful candidate will contribute to the work done to date and build upon it.