

**STRATEGY DIRECTOR  
CANDIDATE BRIEF**

# ABOUT US

Badminton Wales is the National Governing Body for Wales, formed in 1928 and has a rich heritage being one of only eight founding members of World Badminton - we celebrate our centenary in 2028. However, despite being proud of our history we are not an organisation that dwells on the past.

Badminton Wales Community consists of the Board of Directors , Sub-Committees, Operational Team and network of competitive clubs, social clubs, coaches, volunteers, members throughout the country, responsible for all aspects of the sport, from grass roots participation to performance.

Within the last number of years the Badminton Wales Board has undertaken a major modernisation process and is now one of the most progressive and dynamic within Welsh sport. By joining us, you offer your expertise and in return gain valuable experience of working within a modern National Governing Body of sport

## WHO ARE WE LOOKING FOR?

We are looking for a committed individual to become Legal Director for a term of up to three years.

We are keen to hear from individuals wanting to join the Board for the first time and also incumbent Directors seeking a new term of office. Short-listed applicants will be interviewed by an independent Nominations Panel which will make recommendations to the Badminton Wales Board (for Independents) or AGM/EGM (for Badminton Directors).

We welcome interest from any person who is eligible to undertake the role of a Company Director and would particularly encourage applications from women, people with disabilities, Ethnic Minority candidates and Welsh Language speakers, as these groups are currently under-represented on our Board.

Collectively we need the right balance of skills, knowledge, experience, independence and diversity to meet the needs of badminton and the communities we serve. As a group, Board Directors need to demonstrate experience of change management, strategic planning, relationship management, executive performance review, finance, risk assessment and diversity/inclusion.



# GENERAL ROLE CRITERIA - BACKGROUND

The roles and responsibilities of the Badminton Wales Board are shared and all members are equal from a legal perspective. The office bearers usually have additional specific duties and portfolios that they undertake on behalf of the Board that have been delegated by the Board. In addition, the Chair and Finance Director may have duties imposed by the Articles as well as the Board's own policies.

The general duties typically include: -

- Defining the organisation's aims, direction and priorities.
- Ensuring that Badminton Wales aims, direction and priorities are clearly articulated and that there is wide understanding and support for them.
- Agreeing the strategy, plans, policies and the funding required to achieve the aims.
- Gaining the organisation's members and stakeholders views in determining direction and goals and maintaining communication with them.
- Specifying key outcomes, referred to as Key Performance Indicators (KPIs) and approving the availability of resources to achieve them.
- Monitoring the progress of Badminton Wales in implementing the strategy, plans and processes against financial plans and budgets.
- Ensure that Badminton Wales complies with all legal and regulatory requirements and statements of best practice and conducts its business in a transparent manner at all times.
- Guarding and serving the interests of Badminton Wales Members and other stakeholders, including responsibilities to funding partners, staff, sponsors and the community at large.
- Taking reasonable steps for the prevention and detection of fraud and other irregularities.
- Ensuring that the Board complies with statutory and contractual requirements and with the Board's own policies.
- Establishing a framework for assessment and management risk.
- Safeguarding the assets of Badminton Wales and agreeing a Reserves management process.
- Setting standards and evaluating the Board's own performance so that the Board can improve as a collective and as individual directors within it.
- Ensuring that there is appropriate succession planning.
- Focusing on the future not the past.
- Individual Directors will be required to take on a lead responsibility for a specific portfolio or project. An agreed level of delegation will be approved by the Board for any additional duties.

# GENERAL PERSON SPECIFICATION

The following skills set are required to fulfil the role;

- Decision-making skills that allow informed decisions on a variety of matters.
- Strong interpersonal skills.
- Strategic perception and leadership skills.
- The ability to establish strategies and guide their implementation.
- The ability to discuss and debate with others and to constructively challenge ideas and decisions where necessary.
- Ability to form good working relationships within and outside the Board.
- Availability to attend meetings. Board Members must be prepared to attend Board meetings, usually a set number per annum (dates agreed in advance) and to be available for training as agreed by the Board itself.

## SPECIFIC ROLE DESCRIPTION

The role of the Strategy Director is to guide the development of BW's strategy and its link to operational delivery with a particular emphasis on the process(es) to be followed.

More specifically the role of the Director is to:

- Provide expertise and guide the Chair, CEO and Board in the development of the Badminton Wales strategy.
- Advise on the process(es) to be followed in the development of the strategy and its link to operational delivery.
- Guide the Board on how best to measure strategic progress.
- Help the Board in identifying the major priorities within the strategy.
- Work with the Chair and CEO in agreeing the relationships between Board, sub-committees and the Team, in developing and delivering the BW strategy.
- Help plan and facilitate the annual Board/Team Workshop that reviews and develops the strategy

# THE CANDIDATE

In order to carry out this role, the Strategy Director will need the following skills, knowledge and qualities (in addition to those required of all Directors).

- Experience and expertise within strategic planning.
- Strategic leadership experience at a senior level.
- Outstanding communication skills
- A clear strategic thinker
- The ability to build relationships at senior and operational level
- Experience of challenging and supporting individuals and teams, and maintaining strong relationships in doing so
- Facilitation skills in reviewing and developing a strategic plan

## HOW TO APPLY

(Remuneration – Voluntary Company Director)

Directors can come from within the Badminton Wales Membership ('Badminton Directors') or from outside the Badminton Wales Membership ('Independents')

For further information about any of the roles please contact Peter Hybart, Badminton Wales Chair - [peter.hybart@badminton.wales](mailto:peter.hybart@badminton.wales).

Please click for the [application form](#)

Please click for the [equal opportunities monitoring form](#)

The closing date for applications is Monday 8th June. Interviews will be held either in-person or on-line on Thursday 2<sup>nd</sup> July 2025



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**SOPHIA GARDENS**

**CARDIFF**

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