



CHIEF EXECUTIVE

Job description

Position: Chief Executive, full time, employed.

Accountable to: PSA Board of Directors

Background:

The Professional Squash Association is responsible for the organisation and co-ordination of the Men's World Squash Circuit, the PSA World Tour, and the issuing of the World Rankings. The CE holds a pivotal position in maintaining cohesion and initiating development within this global environment. PSA is a company, limited by guarantee, with its headquarters in Cardiff, Wales, UK.

Primary functions:

- **Management Board administration and support.** Maintain and develop the PSA structure, working with the Board and providing information to its members; develop policy; direct and coordinate activities; delegate authority and review progress according to the business plan. With Board approval, define and develop the business plan to meet the strategic needs of the Association. Work with the Board to ensure its mission continuously addresses the crucial issues that face the Association.
- **Business Management.** Be proactive and visionary in developing short and long-term strategies to grow the PSA and the World Tour. Generate spectator and media interest. Create links and networks, opportunities to provide tangible benefits to member players and to the PSA itself. Build PSA properties that generate profitable income and support development.
- **Tour marketing.** Maintain a cohesive and positive framework for the World Tour. Build strong relationships with all Tour partners, including promoters, national Squash Federations, sponsors, the media and governmental / non-governmental agencies. Ensure that the PSA has a dynamic and visible presence at all Tour events and act as the face of the PSA when required. Create and maintain quality control for all events to ensure that they are organised and marketed at a level concurrent with their status.
- **Brand management.** Ensure the PSA has a visible and dynamic brand identity and that the Association's mission, programmes and services are presented positively to players, the sporting world, the financial community, government agencies and to the public. Promote the PSA and the World Tour in the whole range of media formats.

- **Media Management.** Take prime responsibility for the management and development of all media outlets that actively promote the World Tour, with special emphasis on television and the new media. Develop relevant and profitable media initiatives.
- **Financial and sponsorship management.** Efficiently manage the Association's budgets and profitability on a continuing basis. Recommend annual budgets to the Board for approval. Prudently manage resources and approve expenditure within budget guidelines. Ensure the preparation of accurate, timely monthly and annual statements and detailed information relating to departments, programmes and activities. Present and participate in evaluation of such reports. Oversee sponsorship and fundraising planning and implementation by identifying requirements sources, establish strategies to approach funders, submit proposals. Administer fundraising records and nurture those contacts to secure the best outcomes for all parties to the arrangement.
- **Administration.** Operate the Association office efficiently. Recruit, supervise, motivate and reward staff as required. Build a management team and keep all members briefed on the Association's overall business plan. Provide performance feedback to the Board and staff where needed.

Profile

The Chief Executive will have:

- Strong communication and people skills
- A consultative style of working
- A proven practical background in management with a strong emphasis on marketing
- Appropriate financial experience
- Proven ability in the development and implementation of sound business strategy
- An entrepreneurial approach to development
- An energetic commitment to, and enthusiasm for, sport and the leisure industry
- The ability to advise and support a governing Board
- Experience and personality to act in a global environment, including extensive travel
- The ability to manage and motivate a support staff based in Cardiff, Wales, UK

Working conditions and environment:

This is a diversified position requiring sustained mental effort related to the variety of contacts, organisational issues and planning in addition to travel, meetings and non-standard business hours. The working environment is best suited to a self-starter who gains satisfaction from creating opportunities and seeing the results of well planned and executed diplomacy.

The Chief Executive will be based in the UK, in a location that allows regular contact with the Cardiff headquarters and facilitates worldwide travel to control and develop the World Tour and PSA properties.