



WALES NETBALL
PÊL-RWYD CYMRU

Wales Netball

Non-Executive Director

Commercial

Recruitment Pack

January 2026

Welcome

We are looking for an exceptional and committed individual to appoint as an independent Non-Executive Director – someone who is passionate and committed to supporting our unique organisation to help drive our Ymladd 2030 strategic ambitions. This is an exciting time to be part of our journey and help shape the next chapter of netball across Wales.

Driven by our values of Inspire, Aspire, Respect and Connect, The Board has corporate responsibility for ensuring that Wales Netball complies with any statutory or administrative requirements. The Board is responsible for the strategic purpose, mission and ambitions of Wales Netball. Within this wider remit, individual Board Members support the Chair and CEO in:

- Promoting good practice, corporate leadership, diversity and inclusion and people development within the organisation.
- Driving and measuring the effectiveness and efficiency of Wales Netball and its subsidiary, Welsh Dragons.

In addition, as the Non-Executive Director of our commercial activities, you will help drive the commercial evolution of our organisation — shaping our commercial strategy, unlocking new partnerships, and diversifying income streams to grow the game and its impact for both Wales Netball and Welsh Dragons.

About Wales Netball

As the National Governing Body for Netball in Wales, Wales Netball is a member-based organisation governed by a volunteer Board of Directors. Wales Netball proudly run Welsh Dragons, Wales's only professional netball team; Dragons compete in the newly formed national Netball Super League (NSL 2.0) competition. As a separate subsidiary, Welsh Dragons is a commercially driven performance netball franchise. We aim to achieve sustainable growth over the next three years and require careful stewardship to maximise opportunities afforded by participating in a professional league.

Our vision and purpose are clear: we aspire to be the most played sport by women and girls in Wales and enrich lives through netball. We know that netball has the power to transform people's lives; improving health and wellbeing, develop skills, create job opportunities, bring communities together, drive regeneration and impact real change across the breadth of our society. Enriching Wales's communities through netball from grassroots to the elite, our Wales Netball family has over 11,500 members who play, umpire, coach, or support netball across Wales.

About The Role

We are seeking a highly experienced and values-led Non-Executive Director (Commercial) to join the Wales Netball Board, as part of this role you will also sit on our subsidiary - Welsh Dragons - Board. This strategic leadership role is critical to driving the commercial growth of our organisation; while ensuring we maximise and sustain our current revenue streams.

As part of our Board, you will bring commercial expertise to help shape proportionate, evidence-informed decisions, ensuring the organisation operates with integrity and in accordance with the Good Governance Codes and company law, and relevant regulatory requirements.

You will act as an ambassador for Wales Netball, championing our vision while contributing to a strong, inclusive and effective Board environment.

Additional Useful Information

Wales Netball: <https://walesnetball.com>

Wales Netball Annual Reports: <https://walesnetball.com/annual-reports/>

Key Responsibilities:

As a Wales Netball Board member, you will champion netball in Wales and help ensure we act in the best interests of our members and stakeholders. As part of this role, you will:

- Provide advice, scrutiny and expertise across the whole commercial lifecycle including strategy and policy development, understanding needs and sourcing, procurement and contract and supplier management.
- Provide support in critically assessing markets and competitive behaviour undertaken by all suppliers and taking action to improve or protect our organisation's interests.
- Work with the CEO, leadership team and other Executive Board members to advise on the delivery of the Wales Netball's strategic objectives and strategic priorities.
- Drive commercial excellence across all our income generating activities.
- Support the identification, negotiation and securing of investment opportunities and commercial partnerships and sponsorship for Wales Netball and Welsh Dargons.
- Provide appropriate challenge and support in the delivery of short, medium and long-term commercial planning and reporting.
- Support Wales Netball in achieving a long-term sustainable financial position by increasing revenue growth opportunities.
- Exercise independent judgment on issues of strategy, commerciality, resources and standards of conduct.
- Act in the best interests of Wales Netball with honesty, integrity and good faith.
- Contribute to an inclusive, collaborative and effective Board culture.

Personal Specification

In addition to relevant experience, candidates applying for this role will be required to evidence relevant leadership competencies, including:

Competency	Essential	Desirable
Relationship building: you are open-minded, listen to other's perspectives and build positive relationships with diverse stakeholders from a range of backgrounds.	✓	
Strategic thinking: you can analyse, use, and draw on a range of evidence to scrutinise organisational performance data, identify improvements and recommend appropriate solutions.	✓	
Self-awareness: you evidence an ability to self-evaluate your performance across a range of contexts and learn from past experiences.	✓	
Influencing others: you use your understanding of others to influence and work closely with Board members, current and potential commercial partners, and relevant stakeholders.	✓	
Communicating: you can clearly communicate complex financial information with a diverse range of audiences.	✓	
Accountability: you hold others, including Executive and Senior Leadership team members, to account by providing suitable levels of independent scrutiny and challenge.	✓	
Integrity and resilience: you make objective decisions in the best interests of the organisation, are honest, transparent, and set high standards for yourself and others around you.	✓	
Financial and risk management: you demonstrate effective evidence of financial and commercial risk stewardship, analysis, planning, and appropriate scrutiny of company financial information.	✓	
Good Governance: you can evidence working effectively with or at Board-level and/or demonstrate knowledge of corporate governance best practices, including legal duties and liabilities of Directors and their importance in achieving organisational success.	✓	
Commercial insight: you demonstrate a track record of leading successful commercial outcomes, evidenced through the delivery of key activities associated with commercial success (i.e., can demonstrate expertise/evidence of delivering across the commercial lifecycle).	✓	
Business Acumen: you demonstrate excellent knowledge, or experience of business development, including improving internal operations/processes that contribute to achieving commercial success.	✓	
Sector knowledge: you demonstrate understanding of commercial challenges within the women's sports sector and/or membership associations more widely.		✓

Equality, Diversity, and Inclusion

We welcome and encourage applications from people of all backgrounds. Wales Netball is committed to creating an inclusive culture, through fostering a diverse workforce. As part of your application, we have a voluntary equal opportunity form that would help us to achieve this, the form will be emailed once your application has been received.

If you are successful in the initial stage of the application process, we will be in touch to ensure any reasonable adjustments are put in place prior to your interview.

Terms of Appointment

We are going through a period of organisational change and seek committed Board Members to support and be part of this exciting chapter. The terms of appointment include:

- Initial two-year term, with a maximum tenure of three terms.
- An expected time commitment of around 3 days per month, depending on business needs.
- At least one face to face Board meeting per year, with others being held in either a hybrid or online format.
- An expectation to attend some Wales Netball Dragons events, including matches and functions.

Please note that this is a voluntary position, with reasonable expenses reimbursed in line with Wales Netball's policy.

Key Dates

Please keep a note of these dates, if you are successful at stage one, you will be invited to attend an online panel interview.

Stage 1: Application

- 3rd February 2026, midnight: applications close
- 6th February 2026: Stage 1 decisions communicated (via email)

Stage 2: Online Panel Interviews

- Online interviews will be held from week commencing 9th February 2026

How to Apply

Send your CV and a short supporting statement outlining your suitability for the role, aligned with the selection criteria, to: recruitment@walesnetball.com

For an informal conversation about this role, contact: helen.c.williams@swansea.ac.uk

Closing Date for applications: 3rd February 2026, midnight

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