



WALES NETBALL
PÊL-RWYD **CYMRU**

Wales Netball

Non-Executive Director

External Affairs

Recruitment Pack

March 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 (under development) 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 marketing and communications activities, you will help drive the evolution of our organisation — shaping our marketing and communications strategy to engage audiences and elevate our brand to grow the game across Wales.

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: Sunday 12th April, 2026, at midnight.

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 dynamic, creative and passionate Non-Executive Director with executive-level experience in marketing and communications to support our strategic growth, as part of this role you will also sit on our subsidiary Board for Welsh Dragons. This strategic leadership role is critical to building Wales Netball and Dragon's profiles and reputation regionally, nationally, and internationally to help drive membership growth and audience engagement.

As part of our Board, you will bring marketing and communications 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. All Directors act as safeguarding ambassadors for the organisations and support each other to develop and deliver a 'safer first' mindset when decision making.

Addition Useful Information

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

[Safeguarding Overview - Wales Netball](#)

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

Key Responsibilities

As a Wales Netball Board member, you will champion safer netball in Wales and help ensure we act in the best interests of our members and stakeholders. Your leadership will help drive awareness, enhance our brand, and attract commercial interest. As part of this role, you will:

- Provide expertise and insight to support define, shape and strengthen Wales Netball and Dragon's identities helping us to authentically represent and communicate our deep-rooted social values and organisational ethos.
- Oversee the development and execution of our digital strategy, leveraging social media, website content, and online engagement to build a vibrant community of members and wider stakeholders.
- Support and guide the social media planning and execution of our large-scale high-performance and community events, bringing together industry leaders, investors, and our netball community to showcase our potential to attract diverse audiences.
- Increase audience engagement across our communities from grassroots to high-performance athletes, sponsors, and partners through helping us design and execute innovative marketing strategies.
- Support in driving commercial revenue through helping us develop high-impact, results-driven campaigns designed to attract funding and investment, ranging from crowdfunding efforts to investor pitches.
- Constructively challenge and advise on digital communications (websites and social media) and ensure that activities support organisational objectives.
- Provide expertise to support the alignment of marketing and communications with our broader strategic objectives, ensuring long-term sustainability and growth.
- To support and advise the Board and Chief Executive Officer on crisis communications and key stakeholder communications.
- Ensure compliance against Sport Wales's Arwain Cymru framework of good governance.
- Exercise independent judgment on issues of strategy, reputation, 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.	X	
Strategic thinking: you can analyse, use, and draw on a range of evidence to scrutinise organisational performance data, identify improvements and recommend appropriate solutions.	X	
Self-awareness: you evidence an ability to self-evaluate your performance across a range of contexts and learn from past experiences.	X	
Influencing others: you use your understanding of others to influence and work closely with Board members, current and potential commercial partners, and relevant stakeholders.	X	
Communicating: you can craft and communicate compelling messages to a diverse range of audiences.	X	
Accountability: you hold others, including Executive and Senior Leadership team members, to account by providing suitable levels of independent scrutiny and challenge.	X	
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.	X	
Reputation and risk management: you demonstrate evidence of effective reputation and/or risk management at executive and/or board level, including expertise in managing media relations and public engagement.	X	
Good Governance: you can evidence working effectively with or at Board-level and/or demonstrate some knowledge of corporate governance best practices, including legal duties and liabilities of Directors and their importance in achieving organisational success.	X	
Commercial insight: you demonstrate a track record of leading successful marketing campaigns, evidenced through the delivery of high-impact marketing/communications strategies that led to commercial success.	X	
Business Acumen: you hold a relevant qualification (e.g., CIM L7 or equivalent) and/or experience, you have extensive experience leading innovative marketing campaigns with a deep understanding of PR, brand development, and developing innovative digital marketing techniques, including social media, content creation, and analytics.	X	
Sector knowledge: you demonstrate an understanding of engaging with audiences within the women's sports sector and/or membership associations more widely.		X

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 a either a hybrid or online format.
- An expectation to attend some Wales Netball and 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

- Sunday 12th April, midnight: applications close
- From Wednesday 15th April: Stage 1 decisions communicated (via email)

Stage 2: Online Panel Interviews

- Online interviews will be held from week commencing 20th April 2026.

Equality, Diversity, and Inclusion

We welcome and encourage applications from people of all backgrounds. Wales Netball is committed to creating an inclusive culture through 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.