

# **SPORTS ADVISORY BOARD MEMBER**

**UNICEF UK**

**Appointment Brief**

**September 2022**



# ABOUT US



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At the UK Committee for UNICEF (UNICEF UK), we pull together to achieve the best possible results for children around the world. We believe in an inclusive workplace and in the power of fulfilled colleagues who share the same values and goals, enjoy their work and are motivated to do their utmost for children. Our work is guided by the UN Convention of the Rights of the Child (UNCRC) and the Sustainable Development Goals (SDGs), which recognise the universality of children's rights.

**unicef**   
for every child



## OUR VISION

### A WORLD FIT FOR EVERY CHILD

**We are here for every child, particularly the most vulnerable.**

**All over the world, including the UK, we uphold the Convention on the Rights of the Child (UNCRC) and work with partners and supporters to:**

- **Promote children's voices**
- **Unlock resources for programmes for children**
- **Advocate for and create change**

We promote children's voices to raise any child rights violations in many ways through for example, the communications and media we deliver, through the evidence and research we develop, through our fundraising activity by raising supporter awareness. The resources we unlock include financial and non financial resources - so the supporters who provide funds and the supporters who help to influence are both important when it comes to delivering outcomes for children.

The advocacy work we undertake in the UK puts child rights first by influencing policy, systems and capacity building. This area includes our UK programmes work which provides key support to health, education and local authority systems and reaches around 2 million children a year.



# OUR UNICEF UK VALUES

## PUTTING CHILDREN FIRST

We put children first in everything that we do



## INCLUSION AND BELONGING

We embrace diversity and take proactive steps to be inclusive



## FINDING SOLUTIONS

We work from an evidence-based, solutions-focused approach



## COMPASSION

We care about each other, our wellbeing and our development



## MUTUAL TRUST AND RESPECT

We take time to build trust and take care to treat others with respect



## COLLABORATION

We constantly seek ways to work together better to increase our impact for children



# UNICEF UK INCLUSION AND DIVERSITY COMMITMENT

## DIVERSITY IS A FACT. INCLUSION IS A CHOICE.

At UNICEF UK, we are committed to achieving diversity and inclusion through challenging institutional racism and other discriminations that are inherent in established systems, processes, and cultures.

We want to drive systemic change; therefore, we are setting ourselves the ambition of re-imagining ourselves as an organisation, as part of a three-year [diversity and inclusion strategy](#). This strategy will provide the platform for delivering important objectives that will continue to 2025 and beyond.





# ROLE DESCRIPTION

## PURPOSE OF THE ROLE

**UNICEF UK is seeking applications for members of the newly created Sport Advisory Board.** We welcome applicants from a variety of backgrounds in the sport industry, but particularly with experience in: talent, agencies, broadcasting, commercial, digital as well as current and former athletes. You will bring vision, strong communication skills and an understanding of governance to help guide and enhance the strategic development of UNICEF UK's work in sport.

Each Advisory Board member will use their specific skills, networks, and experience to collectively help the Board reach sound decisions and drive forward our strategy. This will include using the influence and networks of individual Sports Advisory Board members to progress new income, further develop our work using sport as a platform for social impact and help make sport safer for children.

Sport is a powerful global force with the potential to act as a passion point to engage our mass audience and as a lever to drive significant outcomes for children. At UNICEF UK, our vision is a world in which the power of sport is harnessed for children and their rights. **You can find out more about our work in sport [here](#).**

**We have an established footprint within the sports sector to build from, highlighted by:**

- **Our work with the three biggest sporting organisations in the world (FIFA, Commonwealth Games Federation, International Olympic Committee)** to make sport safer for children.
- **An established set of sport partners** including **Manchester United** (the longest running football charity partnership in the sector), and **Formula E** (the biggest sport climate change partnership globally).
- **An engaged and influential set of ambassadors and high profile supporters**, including **David Beckham, Sir Andy Murray, Baroness Tanni Grey-Thompson, Gareth Bale, Ramla Ali** and **Sir Chris Hoy**.
- **Our support of over 11 million children through Sport for Development** over the last seven years and nearly 50 million children play in organisations that have taken the safe sport pledge following our sector leadership.

**UNICEF ensures more of the world's children are vaccinated, educated and protected than any other organisation.** As an Advisory Board member, you must be fully committed to the objectives and mission of UNICEF and UNICEF UK, sharing our vision to do whatever it takes until every child is safe and able to fulfil their potential. **You are expected to acquire a sound knowledge of the activities and the parameters within which we work. You must be willing to devote the necessary time and effort to the role and to becoming part of an impactful team.**

**As an Advisory Board member you will share and role-model our values.** Launched in December 2021, **[Our Shared Commitment](#)**, was developed by and for our people, and sets out how we work together and the culture we want to create. We are committed to putting children first, finding solutions, mutual trust and respect, inclusion and belonging, compassion and collaboration. **We are looking for people who demonstrate values led leadership and decision making and share our passion for making a difference for children in the UK and all around the world.**

# RESPONSIBILITIES

## YOU WILL WORK WITH OTHER ADVISORY BOARD MEMBERS TO:

- Utilise individual and collective influence to position UNICEF UK as the go-to charity for the sports industry.
- Offer expertise, support and advice in delivering and developing the sport strategy for UNICEF UK, including looking at future focus and direction of travel.
- Drive new income for UNICEF UK through introducing peer networks, identifying opportunities and advising on delivery of existing sports partnerships.
- Support on creation of an impactful communications strategy for UNICEF UK's work in sport, that drives impact for children and builds the profile of UNICEF UK's work in the sector.
- Advocate for key themes that UNICEF UK and the sport team address, such as climate change, safeguarding and child rights in sport.
- Promote UNICEF UK's vision, mission and values and demonstrate UNICEF UK's values in all of the Advisory Board's work.
- Generally contribute specific skills, interests and contacts to support UNICEF UK in its fundraising and advocacy activities.

## OTHER GENERAL RESPONSIBILITIES INCLUDE:

- Be an effective member of the Sport Advisory Board in exercising its responsibilities and functions, attending meetings regularly.
- Maintain confidentiality on any sensitive or confidential matters discussed, in line with data protection legislation and relevant UNICEF UK policies.
- Avoid conflicts of interest; declaring and appropriately managing any conflicts should they arise.
- Maintain good relations with other advisors and UNICEF UK staff.
- Be willing and able to uphold UNICEF UK's political neutrality.
- Undergo a half day induction upon appointment and ongoing training to remain up to date, with the duties and responsibilities of being an Advisory Board member and the work of the charity.
- Fulfil such other duties and assignments as may be required from time to time by the Advisory Board member.



# PERSON SPECIFICATION

**We are looking to recruit 6 – 8 Sport Advisory Board members, and within this appoint a Chair of the Board, who will work closely with the Head of Sport and wider sports team to ensure success of the Board.** We would particularly welcome experience in agency, athletes, talent, broadcast, commercial, digital, governance, sport for development and sustainability.

We encourage applications from candidates who will enhance the diversity of the Sport Advisory Board as we seek to represent all ethnicities, ages, genders, sexual orientations and those who living with a disability.

## EFFECTIVE BEHAVIOURS

**This section contains the essential behaviours, experience, knowledge and skills needed in order to be effective and successful in this role. All criteria in this section are essential.**

- A passion for and commitment to UNICEF UK's vision, mission and values and to promoting the interests of children everywhere.
- Demonstrable leadership experience in or around the sports industry.
- Profile and credibility in the sports industry.
- Influential and well respected by peers in the sports industry.
- Strong communication and interpersonal skills, able to represent UNICEF UK and its work to key stakeholders. Willing to interact with and influence a broad range of people, for the benefit of the organisation.
- Able to work effectively as a member of a team while contributing an independent perspective, providing motivating support and challenge.
- An understanding of the environments in which UNICEF UK operates (and willing to learn more).
- Knowledgeable in sports charity work or very interested in learning about the current trends in charity, sport and sport governance.
- Able to devote the time required for the role, with a minimum of 2-3 hours a month for the role as an advisor.
- Values inclusivity and respects colleagues' different perspectives, experience, skills and knowledge.
- Demonstrates commitment to Nolan's seven principles of public life: selflessness, integrity, objectivity, accountability, openness, honesty and leadership.

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# TERMS OF APPOINTMENT

- As a Sport Advisory Board member, you will normally be expected to attend every Board meeting (once a quarter, for approximately 2 hours) that will usually be held during office hours at UNICEF UK's offices in London or virtually. You can also expect to participate in specific working groups established by the Board to examine relevant issues. In addition, some time will need to be devoted to reading and considering papers, to discussions with relevant colleagues, and attendance at short ad-hoc meetings when needed.
- Where necessary, support will be provided in the form of relevant development and training events.
- Appointments will normally be for a period of up to two years, which may be extended provided the person concerned still meets the criteria for membership of the Board. You will meet with the Head of Sport twice a year to agree and review objectives.
- As a representative of UNICEF UK, advisors must be mindful of our values and conduct. This includes protecting confidentiality, adhering to safeguarding and political neutrality when representing UNICEF UK.
- The role is unpaid but reasonable expenses are payable in line with UNICEF UK's standard expense policies.

## WHAT TO EXPECT FROM UNICEF UK

- A committed Relationship Manager as your key UNICEF UK contact who will support you, provide you with day-to-day assistance and manage requests for your time
- Following your appointment, a comprehensive induction to our work including information on our international programmes, fundraising, and introductions to UNICEF UK personnel
- Agreement to use the title '**UNICEF UK Sports Advisory Board member**' - on LinkedIn, personal website, CV, signature, business card, biography – making it clear it is a voluntary role. E.g. "I'm proud to have been appointed by UNICEF UK to the voluntary role of UNICEF UK Advisor" or "UNICEF UK Advisor (Voluntary)". NB please include UK in this title
- Invitations to exclusive UNICEF UK events, both virtual and in-person
- A minimum of one private gathering each year for our Advisors, hosted by UNICEF UK Executive Director
- Opportunities to network with UNICEF UK staff, plus with other UNICEF Advisors, Trustees, Supporters and Ambassadors
- Administrative support to assist in undertaking the role of a UNICEF UK Advisor, e.g. briefing/ logistics for attendance at an event or key meeting
- Support with all media and online activity related to UNICEF UK
- Updates relating to your area of interest and expertise as well as broader UNICEF issues e.g. humanitarian emergencies, key campaigns.

# UNICEF IN ACTION: OUR WORK IN SPORT

## UNICEF AND FORMULA E

### CREATING AN ENVIRONMENT FIT FOR THE FUTURE

UNICEF and Formula E are partnering in support of UNICEF's Global Environment work which aims to create a safe, clean, healthy and sustainable environment for children.

Our most recent campaign highlighting the impact of air pollution, **Take a Breath**, was launched recently with a short film starring [Tom Hiddleston](#).

### IMPACT FOR CHILDREN

Together, we are contributing to the improved wellbeing of **three million children worldwide** through programmes that:

- Put children at the heart of climate policy
- Empower children to become change makers
- Protect children from the impacts of climate change
- Reduce emissions and pollution

**"We are delighted to initiate a long-term partnership with UNICEF's Safe and Healthy Environment Fund. This collaboration is true to our founding promise to use our sport to counteract climate change."**

Jamie Reigle, Formula E CEO



## UNICEF AND MANCHESTER UNITED

### HELPING EVERY CHILD TO GROW UP HEALTHY AND STRONG

Manchester United and UNICEF have been working together since 1999 - the longest collaboration between a football club and global charity.

During this time, the **United for UNICEF** partnership has helped to raise over £5 million for some of the most vulnerable children in the world, most recently through UNICEF's [Children in Crisis](#) campaign.

### IMPACT FOR CHILDREN

Together, we have been able to:

- Provide life-saving food and water in emergencies
- Improve children's education in Myanmar
- Protect children from abuse in Vietnam
- Vaccinate children during a measles outbreak in Syria

**"UNICEF has always been a charity close to my heart, having worked closely with them as a player and now as an Ambassador in Norway. I have seen first-hand the powerful impact they have on children worldwide."**

Ole Gunnar Solskjaer, Former Manchester United Manager





