

The Fell Runners Association

Job Description: Commercial Adviser

<p>Role</p>	<p>The Commercial Adviser is responsible for working with various members of the Committee, but especially the Chairman, Treasurer and Magazine Editor, on matters of commercial interest between the FRA and third parties, while ensuring that the FRA remains true to its core principles.</p>
<p>Main purposes of role</p>	<ol style="list-style-type: none"> 1. To manage the FRA's commercial arrangements with third parties, including advertisers and sponsors, and advise the Chairman and Treasurer on related subjects. 2. To liaise with FRA Committee members on commercial matters, such as the placement of adverts in FRA publications and the execution of FRA sponsorship agreements. 3. To be a point of contact for any Committee member seeking advice on matters of commercial interest relating to their role.
<p>Key tasks</p>	<ol style="list-style-type: none"> 1. Liaise with current and prospective advertisers in FRA publications (physical and online) such as the <i>Fellrunner</i> magazine, the FRA Handbook and the FRA website, and arrange for placement of advertisements in these publications. 2. Draft sponsorship documentation such as advertisements, tender documents and contracts, and ensure that FRA sponsorship agreements are fair, appropriate and financially sound. 3. Liaise with FRA sponsors and assist the Chairman and Treasurer in ensuring that sponsorship agreements are executed correctly by all parties. 4. Maintain a database or equivalent of all FRA advertisers and sponsors along with full details of any special arrangements (such as consistent placement for a particular advert). 5. Maintain a rate card for advertisers and review this at least annually with the Chairman and Treasurer. 6. Assist the Treasurer with invoicing of advertisers and sponsors. 7. Work with the Committee on other avenues of income generation, such as the sale of FRA branded kit, FRA membership prices and member donations, and related commercial matters such as discounts offered by FRA partners to FRA members. 8. Ensure that any commercial ventures entered into by the FRA are commensurate with the principles of fell running and the ethos of the FRA, not simply to maximise revenue. 9. Assist the Chairman and Treasurer with other commercial matters that may arise from time to time.
<p>Required skills and facilities</p>	<ol style="list-style-type: none"> 1. A sound comprehension of small business and not-for-profit commerce. 2. The ability to liaise externally with partners such as advertisers and sponsors, and to negotiate fair deals for the FRA in these areas. 3. A clear grasp of the principles of fell running and <i>raison d'être</i> of the FRA, to ensure that the FRA's affairs are not overly commercialised at the expense of the ethos of the sport. 4. An understanding that the FRA does not seek to jump onto the bandwagon of commercialised trail running but rather exists to champion fell running while managing its commercial affairs in a non-profit-making way and in the best interests of the sport.
<p>Required liaison</p>	<ol style="list-style-type: none"> 1. Chairman and Treasurer (routine), and occasionally other Committee members. 2. <i>Fellrunner</i> and Handbook editors (to agree placement of adverts). 3. Championships and Junior Co-ordinators (to ensure correct execution of sponsorship agreements). 4. Various FRA partners including advertisers and sponsors.