

## ROLE DESCRIPTION

### 1. TITLE

**Business Development Director**

### 2. OVERALL PURPOSE OF THE ROLE

The Business Development Director is a Board appointed role, working in a non-executive capacity to provide leadership and strategic direction to the commercial, marketing communications and membership departments within British Dressage. This individual attends all Board Meetings, as well as the Finance and Business Development Committee, chaired by the Finance Director. There will also be an opportunity to chair working groups to plan and develop the organisation's commercial activities for specific projects, as required.

The Business Development Director will advise the BD Board, working with the Chief Executive, Marketing Manager, Communications and Content Lead, Membership Experience Manager and Commercial Manager, to ensure that there is effective commercial activity taking place across the organisation, including marketing, communications, membership, sponsorship, fundraising, licensing, and merchandising.

### 3. MAIN RESPONSIBILITIES

- Ensure that the Board has a good understanding and makes balanced and objective decisions in relation to matters that involve business development and commercial activity.
- To provide overall leadership in the area of Business Development, including direction of communications, marketing, membership, events and other supporting commercial activity that will drive additional revenue and diversify income streams for British Dressage.
- To support the development of a marketing strategy to promote British Dressage membership and events, communicate effectively with all stakeholders and increase participation levels.
- Attend and actively contribute to the Finance and Business Development Committee meetings, providing advice and guidance on business development and commercial issues to inform Board policy and aid decision making.
- Act in the best interests of British Dressage, in accordance with the Memorandum and Articles of Association, meeting its stated charitable objectives and in line with the Companies Act 2006.
- Monitor the performance of the Company and ensure that all targets and objectives are met successfully, in line with overall strategy and policies.
- Act as a strong advocate and ambassador for the work of British Dressage and the wider equestrian community.
- Assist the Chair, Deputy Chair and Chief Executive of British Dressage as required.

## 4. REQUIREMENTS FOR THE ROLE

### Essential knowledge / experience:

- The Business Development Director must have a proven track record of delivering commercial success, with demonstrable knowledge, experience and skills in at least one or more of the following specialist areas:
  - Membership
  - Marketing
  - PR / Communications
  - Sponsorship
  - Fundraising
  - Licensing / merchandising

### Additional requirements:

- Recent experience of being a Board Director and / or chairing committees would be advantageous.
- Experience as a Trustee or Committee Member in the commercial, voluntary, or public sector is preferable.
- A full member of British Dressage (or willing to become a member on appointment).
- IT literate, with access to a computer.
- Eligible as a trustee of a registered charity.

### Personal skills / characteristics:

- Established reputation as a leader and strategic thinker, with a proven ability to operate in a professional capacity at senior level.
- Upholds the highest standards of integrity and adheres to the Seven Principles of Public Life (selflessness, integrity, objectivity, accountability, openness, honesty, and leadership).
- Positive, enthusiastic, dynamic, and energetic self-starter.
- Team player who is willing to work collaboratively with all stakeholders and act as an effective ambassador for the sport.
- Experience of representing an organisation in a high profile or public facing role, including good presentation and public speaking skills.
- Strong communication, influencing and negotiation skills, with the ability to forge effective relationships with key stakeholder groups.
- A passion for sport is considered essential for this position, while an active interest in equestrianism would also be advantageous.

British Dressage actively promotes diversity and welcomes applications from all parts of the community.

## 5. ADDITIONAL DETAILS

### Time Commitment

- There are six Board meetings per year (including 2 x two-day strategy sessions bi-annually).
- The Finance & Business Development Committee meets up to five times per year.
- Attendance at other ad-hoc meetings as required, including the Annual General Meeting in October, plus any additional membership meetings that take place at championship events.
- General guide to time commitment is one to two days per month.

### Term of Office

- As an Extra Director co-opted onto the Board, the Business Development Director can be appointed for a maximum of two terms of four years, in accordance with the British Dressage Memorandum & Articles.

### Remuneration

- The role is voluntary. Travel, accommodation and agreed out of pocket expenses will be paid in line with the British Dressage Expenses Policy.