



BUSINESS DEVELOPMENT DIRECTOR

British Dressage (BD) is the national governing body for the Olympic and Paralympic sport of dressage and a member of the British Equestrian Federation. With over 17,000 members and over 2,300 days of competition a year, BD aims to be the most respected and successful organisation for people passionate about dressage as we develop the sport at all levels, from grass roots riders to the international stage.

The Business Development Director is a Board level position, which will be a co-opted appointment for a single term of four years, to provide independent oversight and input into our commercial strategy. This will include developing our fundraising activities as part of our charitable status, as well as identifying opportunities to diversify income streams, through sponsorship, licensing and other partnerships. We therefore welcome applications from suitably qualified candidates that have relevant experience and a proven track record in this field in a professional capacity.

Role Description

The Business Development Director works in a non-executive capacity to provide leadership and strategic direction to the commercial, marketing, communications and membership departments within British Dressage. This individual will be expected to attend all Board Meetings, as well as be in attendance on 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, Membership Experience Manager and the Communications Manager to ensure that there is effective commercial activity taking place across the organisation, including marketing, communications, membership, sponsorship, fundraising, licensing and merchandising.

Specific Responsibilities

- Act as a Director of British Dressage (the Company) in the best interests of the Company, in line with the Companies Act 2006 and in accordance with the Memorandum and Articles of Association.
- Sit on the BD Board and actively engage with the development of strategy, policy and budgets.
- Monitor the performance of the Company and ensure that commercial policy and targets are met.
- Act as a strong advocate for the work of British Dressage and the wider British Equestrian Federation.
- Ensure that the Board makes balanced and objective decisions in relation to matters which 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.
- To monitor the commercial performance of the organisation and ensure that targets are met.
- Attend and contribute to the Finance and Business Development Committee meetings.
- To help formulate and constructively challenge the commercial strategy of British Dressage, and supporting business development initiatives, in order to facilitate growth of the organisation.

- To engage with the sport's regional network of staff and volunteers to ensure consistency, clear communication channels and support.

Requirements for the Role

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
- Recent and significant experience of being a board director or chairing committees.
- Experience as a Director, Trustee or Committee Member in a sporting, commercial or public sector context would be preferable.
- IT literate with access to a computer.
- Be 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 at senior level in a professional capacity.
- 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.
- A strong sense of team work and willing to work collaboratively with all stakeholders.
- 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.

Time Commitment

- There are usually six Board meetings per year, including bi-annual two day strategy sessions.
- The Finance & Business Development Committee meet up to three or four times per year.
- Attendance at other ad-hoc meetings as required, including the Annual General Meeting in September, plus two members' meetings per annum in November and April.
- 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 will be appointed for a single term of four years, in accordance with the British Dressage Memorandum & Articles.

Remuneration

- This role is voluntary. Out of pocket travel and accommodation expenses are paid.