

# BUSINESS DEVELOPMENT DIRECTOR NED RECRUITMENT PACK



The British Grooms and Equestrian Employers Group (BGEEG) is the Company that owns the two organisations, the British Grooms Association (BGA) and the Equestrian Employers Association (EEA).

**The BGEEG is seeking to recruit a NED Business Development/Commercial Director whose role is to provide leadership and strategic direction to all commercial and growth activities concerning both organisations.**

## JOB PURPOSE

The Business Development/Commercial Director will advise the CEO and the Board on sustainable business growth and the development of a commercial strategy.

## KEY RESPONSIBILITIES

- Input and provide expertise and guidance/vision to the strategic development of the manageable and sustainable growth of the business and organisations.
- Liaising with the CEO and Financial Director to monitor progress.

## SKILLS AND EXPERIENCE REQUIRED

- Proven working experience in senior-level business and commercial development delivery, ideally for a not-for-profit.
- An understanding of the equestrian trade sector would be beneficial.
- Successful experience in influencing the growth of a business.
- Previous experience in a NED Commercial/Business position would be desirable, but not compulsory.
- A highly effective communicator who can relate to the BGA and EEA's vision, mission, and core values.
- A strong understanding of the equestrian sector, with progressive and constructive views.
- Can afford the voluntary time to commit to the role - albeit minimal time expected of circa maximum of 1-2 hours per month.
- Uphold the highest standards of integrity and adhere to the Seven Principles of Public Life (selflessness, integrity, objectivity, accountability, openness, honesty and leadership).

## **TIME COMMITMENT**

It is a voluntary Non-Executive Director (NED) position with incurred expenses paid.

It is expected that the Commercial/Business Director will commit to attending all four Board Meetings that are held annually, currently virtually, but when in person these are held in London.

You will need to be able to afford the voluntary time to commit to the role - albeit minimal time expected of circa maximum of 1-2 hours per month.

The appointment will be for an initial three-year term. This may be extended for one further term.

## **BACKGROUND TO BGA AND EEA**

The BGA was formed in 2007 and is the representative body for all that work hands-on with horses in our equestrian sector – the grooms.

Membership has seen a year-on-year growth and with a potential market of 40,000 grooms, the organisation has the opportunity to become a 10,000 membership body within the next 5 years.

The BGA focuses on supporting its members via its affordable and bespoke KBIS insurance policies, mental well-being support, education about employment rights and building a sense of community.

The BGA is a social enterprise and aims to make the groom's world a better place. To achieve this, it was recognised that our equestrian employers need help, guidance and tools to become Good Employers.

The EEA was formed in 2015 and has also seen a year-on-year growth in membership numbers. With a suite of online tools for the members to use for the best employment of their staff, the EEA is on the cusp of significant growth and becoming the FSB of the horse world.

The BGGEG is a not-for-profit Company Ltd by Guarantee and a member of the British Equestrian Federation, HorseScotland and the Sports and Recreation Alliance.

## **HOW TO APPLY**

Please send your CV or LinkedIn profile and a brief cover letter demonstrating how you meet the stated criteria and how you will bring the required experience, skills and knowledge to be successful in the role.

Please send it to: [contact@britishgrooms.org.uk](mailto:contact@britishgrooms.org.uk)

All applications will be reviewed, and interviews will be scheduled for early April.

References will be taken up before the final agreement to any offer of the appointment is made.

The BGEEG is recognised as an equal opportunities employer. We actively promote diversity, and we positively encourage applications from qualified and eligible candidates from all parts of the community regardless of age, disability, gender reassignment, marriage and civil partnership, sexual orientation, pregnancy and maternity, race, religion, belief and gender.