

DIGITAL 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 an NED Digital Director whose role is to provide leadership and strategic direction to all digital activities concerning both organisations.

ROLE PURPOSE

The Digital Director will provide leadership and strategic direction on the digital activities of both the BGA and EEA. As online membership organisations, the health and functionality of our websites are critical to our operations, membership recruitment, retention and satisfaction.

KEY RESPONSIBILITIES

- Input and provide expert guidance/vision to the strategic digital developments of both the BGA and EEA.
- Provide an overview of the operational health and robustness of the digital portfolio; with suggestions on where improvements can be made.
- Input on the effectiveness and ROI of all digital activities.

SKILLS AND EXPERIENCE REQUIRED

- Proven senior level working experience in website and CRM development and management.
- A solid understanding of social marketing metrics, SEO and an understanding of how digital channels operate.
- An understanding of the equestrian sector, with progressive and constructive views.
- A highly effective communicator who can relate to the BGA and EEA's vision, mission, and core values.
- Previous experience in a NED Digital Director position would be desirable, but not compulsory.
- 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.

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.

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

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 BGEG 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

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 BGEG 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.