



BE PART OF IT

JOB ROLE:

**Head of Communications
& Commercial**

ABOUT US...

British Showjumping is an Olympic Sport and competes as part of the British Equestrian Team at least once a year whether it be at the European Championships, World Equestrian or Olympic Games.

Looking after the sport in Great Britain, as its governing body, British Showjumping formulates the rules and codes of practice under which all affiliated competitions are held. Our purpose is to improve and maintain standards of showjumping, while encouraging members of all standards and at all levels to enjoy fair competition over safe and attractive courses.

British Showjumping has classes to cater for all Levels of ability whether individuals simply want to compete occasionally at weekends over a 60cm course or on the global stage.

We manage more than 3,000 shows each year providing a safe, structured and progressive environment for people to enjoy the sport within.



ABOUT THE ROLE



British Showjumping is the governing body for the sport in Great Britain.

We actively encourage the development, participation, and enjoyment of the sport through a national competition and training structure which is beneficial to all.

The **Head of Communications & Commercial** will support the Chief Executive in shaping the strategic direction of British Showjumping.

They will play a vital part in the leadership required for the in-house marketing and communications team to connect with our members, potential members, our network of member stakeholders, sponsors, partners and the media.

Salary and Package



Key details

Location: Meriden Business Park, Copse Drive, Meriden, West Midlands, CV5 9RG

Salary: £45 - 50k

Hours: 35 hours per week

Holidays: 22 days per annum, not including UK bank holidays.

Contract: full time, permanent

Benefits: private healthcare and competitive pension plan

KEY ACCOUNTABILITIES



Key elements of the role

Our ideal candidate will be confident to:

- Lead on the overall communications strategy of the national governing body across all official platforms including press releases, website, livestream, owned social media, printed publications and e-newsletters
- Develop and deliver a coordinated activation plan for sponsors and partners
- Collaborate with the Sport team in promoting membership opportunities
- Auditing, reviewing and reporting on performance of communications channels and strategy, applying best practice learnings
- Engaging with key partners in the sport, the equestrian industry and mainstream media

KEY ACCOUNTABILITIES



Leadership and Management

- Manage the in-house marketing and communications team as well as external contractors
- Maintain an oversight of brand message both internally, externally and via with our regional networks
- Overseeing our publishing contracts and leading on all marketing collateral
- Maintain coordination of industry messaging along with fellow equestrian member bodies
- To represent British Showjumping externally - when required
- Any other related duties that are within the employee's skills and abilities whenever reasonably instructed, remaining flexible to the needs of the business.

PERSON SPECIFIC



KNOWLEDGE & EXPERIENCE

- Educated to degree level or equivalent vocational qualification or equivalent experience.
- Knowledge of the sport's structures within the UK and associated rules and regulations.
- Experience of developing and managing marketing projects from development to implementation.
- Evidence of collaborative working and team management.
- Evidence of Crisis management and management of our reputational risk
- Knowledge of safeguarding principals.

SKILLS & ABILITIES

- Excellent leadership skills with the capability to manage and inspire colleagues
- Excellent interpersonal skills and experienced in building rapport to nurture constructive and effective relationships.
- Excellent written and oral communication skills.
- Experience in managing and sourcing commercial deals.
- Proficient in working with a variety of tools such as Google Analytics, Microsoft packages, campaign tracking and social media reporting
- Ability to cope with fast changing pace, challenges and change.
- Full current British driving licence with access to transport.

PERSONAL STYLE & BEHAVIOUR

- Passionate and committed to the sport and to delivering high quality work and setting standards.
- Able to demonstrate our values through their behaviours: Inclusivity, Respect, Excellence, Integrity and Pride.
- Good self-awareness, emotional intelligence and discretion
- A positive, can-do enthusiastic attitude.
- Show initiative and is willing to take decisions within accepted parameters.
- Excellent attention to detail.
- Flexible approach to work and able and willing to work outside normal working hours.

To apply please send a covering letter with CV by email to stephanie.toogood@britishshowjumping.co.uk

Closing date for applications: Midday Friday 6th March. We reserve the right to close applications early.

British Showjumping, Meriden Business Park, Copse Drive, Meriden, West Midlands, CV5 9RG