

British 
Equestrian

Performance Director Recruitment

Candidate pack



Foreword

We are hugely excited to start the process to find the next Performance Director of British Equestrian.

The recent performances of the British Teams at the Olympics, Paralympics and European Championships underline the enormous talent and depth we have in our sport and the very real potential there is within our teams to continue to build on our recent successes. With the new Paris cycle now underway we are looking for a permanent Performance Director to build on this success and take it to the next level to ensure we win and win well at the Games in 2024 and to set the conditions for Los Angeles in 2028.

By its very nature, equestrianism is a unique sport and this is a complex role, with numerous stakeholders, competing priorities and a busy annual calendar. The successful candidate will be ably supported by a capable and experienced team well versed in the challenges of the sport. We are looking for someone who can lead, inspire, develop and nurture, harnessing the strength of the multiple disciplines, the athletes, horses and owners, as well as play an essential part in the Federations leadership team. The future Performance Director must be able to fuse all the elements together at the right time, setting a vision and a winning culture centred around high performance, strategically developing athlete/horse combinations, embracing innovation and being an advocate for sport horse welfare.

It is an unashamedly challenging brief, but for the right person it is a golden opportunity to be involved in one of the country's most historic and successful sports, ensuring it continues to perform at the highest level, enhancing our rich legacy and building a strong platform for the future. If this is for you, we will be thrilled to receive your application and look forward meeting you soon.

Jim Eyre
CEO of British Equestrian



About British Equestrian

British Equestrian (BEF) is the National Governing Body for horse sports in the UK. Working collaboratively with its 18 Member Bodies, BEF represents a broad spectrum of equine interests. Athletes of both sexes and all ages compete on an equal footing, making equestrianism one of the only gender neutral and age neutral sports.

The BEF plays a leading role across a complex industry, working in partnership with its member bodies to inspire and support a broad community of people who love and work with horses. It has a huge public appeal within an extensive competitive landscape. Some 4.2m people in the UK ride each year and, with longstanding BEF member organisations such as The Pony Club and Riding for the Disabled Association, there is an abundant talent pool of potential world class athletes.

At an elite level, equestrian sport in Great Britain has enjoyed unparalleled success in recent years, with athletes across all disciplines delivering outstanding success at the Olympic and Paralympic Games. At Tokyo, our Olympic riders were standing on five out of the six podiums and gained a total of two gold, one silver and two bronze medals. Our Paralympic athletes also delivered an incredible performance, winning eight medals and regaining the team gold. Such results have been a wonderful reward for the immense amount of effort that our athletes have put in over the last few years, where the level of disruption to their preparation has been unprecedented.



World Class Programme

British Equestrian's World Class Programme focuses on three key areas for athletes and horses:

- identifying talent
- developing potential
- maximising medal-winning performances on the world stage

Our vision

To be the leading Olympic and Paralympic nation, succeeding through a value-driven programme that's founded on equality, diversity and an ethical culture.

Our mission

To enable our athletes to fulfil their potential in Paris 2024 by providing an inclusive and supportive performance programme that enables staff to provide optimal support and establishes a solidly founded cultural legacy for the future.

Our approach

To strive for excellence in everything we do, from meeting challenging performance targets on the field of play to conduct ourselves to the highest professional standards on and off it, providing inspiring role models for future generations.



Role purpose

Reporting to the CEO, the Performance Director will be responsible for the successful leadership and delivery of the Lottery-funded British Equestrian World Class Programme (WCP), a large performance and talent development programme covering the three Olympic disciplines of dressage, eventing and showjumping, and the Paralympic discipline of para dressage. They will:

- Provide strategic leadership of the WCP within British Equestrian, working with Performance managers to align their team's work behind Programme priorities and putting plans into action.
- Provide leadership and management for the WCP staff and performance team, investing time in ensuring individuals and teams have the necessary role clarity, development and autonomy to lead critical projects and areas of work, supporting staff through challenging situations and decisions encountered in their day-to-day work.
- Be accountable for UK Sport's investment into the WCP, making effective use of resources, managing a sizeable budget and meeting the various processes and reporting requirements of UK Sport, the BEF Board, Member bodies and other partners.



Key priorities

- To manage and further develop a culture of continuous improvement within British Equestrian to provide a sustainable high performance environment with the potential for even greater success in the future.
- To work with and support the Performance Managers and other members of the WCP Senior Leadership Team, to provide thought leadership and strategic direction for the four discipline programmes within British Equestrian WCP.
- Enable the delivery of the Paris cycle performance strategy and achievement of Olympic and Paralympic qualification, and annual and quadrennial medal targets across all Olympic and Paralympic disciplines.
- Continue to embed a culture of continuous improvement that facilitates a sustainable high performance environment.
- Develop the vision and prepare and submit the WCP Strategy for the 2024–2028 cycle to maximise the investment of public funds in equestrian sport, in close consultation with UK Sport.
- Have an understanding of the Olympic and Paralympic disciplines, and the complexities involved within each discipline, to enable a flexible strategy that provides 'what it takes to win' within each discipline.



Performance leadership

- Ensure delivery of the performance strategy and plans for all Olympic and Paralympic disciplines, continuously seeking to raise performance and athlete development standards.
- Work with the CEO, Senior Leadership Teams, and the CEOs of British Dressage, British Eventing and British Showjumping, to create an environment and high performance culture that enables athletes, coaches and performance staff across all disciplines to strive for sustainable medal success.
- With key performance staff, oversee the development and implementation of bespoke elite coach development – supporting and equipping Olympic and Paralympic coaches with future-focused skills, knowledge and experience to optimise the performance of the WCP team and enable individual athletes to achieve their medal ambitions.
- Work with key performance staff and the Member Bodies to ensure the performance trajectory of athletes is positively impacted by world class integrated technical support services delivery such as human and equine sports science and medicine service, data analysis and injury and illness prevention strategies. Technical support services are fully aligned and integrated to delivering 'what it takes to win' models.
- Provide arena leadership at key milestone competitions such as the World Championships, European



Championships, and Olympic and Paralympic Games, and work with Member Bodies to support competition structures within each discipline.

- With inspirational leadership and direction, create the right environment that allows athletes and staff to thrive by feeling safe and supported.
- With the Senior Leadership Team, set, deliver and report to the CEO on the strategic and operational plans and budgets for the performance portfolios, including coaching, performance support and operations, international competition, and performance pathways.
- With the WCP team and Olympic and Paralympics disciplines, oversee and guide the development and investment in future athletes and horsepower, to build depth and ensure future competition success.

Relationship management

- With the CEO and Senior Leadership Team, drive increased collaboration across disciplines and Member Bodies to maximise alignment of performance pathways and athlete progression.
- Develop and maintain strong relationships with key internal and external partners and stakeholders who contribute to the success of performance objectives and programmes. Key relationships include:
 - » athletes
 - » coaches
 - » owners
 - » support staff
 - » facilities
 - » commercial partners
 - » BEF Member Bodies
 - » UK Sport
 - » Sport England
 - » British Olympic Association
 - » British Paralympic Association
 - » Fédération Equestre Internationale (FEI)
- Be active within the support teams on the ground and the athlete cohort.
- Understand the complexities on the world stage of equestrian sport and be able to influence key policy decisions within the international equestrian community.



Business leadership

- As a member of the Senior Management Team at British Equestrian, play a full part in the collective responsibility for setting the strategic direction for the whole organisation through the Strategic Plan.
- Ensure the effective day-to-day management of the delivery of the operational plan for the World Class Performance department.
- Work with the CEO to ensure cross-departmental integration and collaboration for maximising delivery of the strategic performance plan.
- Have responsibility for the annual performance department budget of approximately £4m per year.
- Have responsibility for direct line reports and management responsibility of a team of approximately 70 individuals, both employed staff and contracted support team.



Knowledge, skills and expertise

Essential

- Highly developed, inspirational leadership and strong people management skills with demonstrable success in building collaborative, supportive and innovative performance teams.
- A background and considerable recent experience of successfully leading a multi-disciplinary team operating in elite sport at the highest level.
- A comprehensive understanding of coaching, the value and application of sport science and medicine, international competition and performance pathways.
- A strong equestrian background, ideally at elite level.
- Strong planning and organisational skills, with the ability to be agile and responsive to a changing or evolving landscape.
- Experience and ability to work with multiple stakeholders to build trust and confidence, and achieve success.
- Outstanding communication skills – listening, verbal and presentation.
- Ability to manage budgets and maximise resources.

- Outstanding commitment to the development of the sport and the Olympic and Paralympic ideals.
- Commitment to equality and diversity – great teams are built on diversity of thought, background and lived experience.
- Understand the complexities on the world stage of equestrian sport and be able to influence key policy decisions within the international equestrian community.

Other skills desired are...

- A team player with an open and consultative style and optimistic approach.
- Good self-awareness, emotional intelligence and an 'attuned political antennae'.
- Results-orientated with the drive and ability to make and be accountable for tough decisions.
- A key influencer who demonstrates excellent networking and negotiating skills.
- Resilience, stamina and flexibility.

To apply

Interested candidates should send a covering letter, outlining current salary, and a CV to Lynne.Bailey@bef.co.uk.

Should anyone wish to discuss the role prior to applying, please make contact with Lynne and she will ensure that candidates obtain the information that they require in advance of any application.

Closing date: 8 November 2021

The BEF is an equal opportunities employer and welcomes all applications.

This role will be based at the British Equestrian office near Stoneleigh, but with the ability to work from home. It will also involve frequent travel to training events at home and competitions abroad, including weekends. The role is full time, without the scope to carry out additional work.





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