



## **British Equestrian Federation**

### **Terms of Reference for Board Directors**

*These terms should be read (at [www.bef.co.uk](http://www.bef.co.uk)) in conjunction with the Terms of Reference for the BEF Board and are supplementary to them.*

## **Director for Communications and Marketing**

### **1. Role**

The Director for Communications and Marketing is elected by the Council as a director to act as part of the British Equestrian Federation board of directors and specifically to assist in the governance of the British Equestrian Federation in all matters relating to communications and marketing.

### **2. General Responsibilities**

- Ensure good governance, monitor performance and develop a supportive relationship with the Executive team.
- Exercise accountability to key partners
- Act as a strong advocate for the work of the British Equestrian Federation, including working to ensure effective communications with member bodies, key partners and stakeholders (including Government, UK Sport, the Home Country Sports Councils) both in the UK and internationally
- Attend Board meetings, committees, quarterly meetings and Council meetings as appropriate

### **3. Portfolio Responsibilities**

- The development of policy and budgets
- Report and be accountable for the delivery of agreed policy and targets
- Liaise with and promote the policy to the relevant Member Body directors
- Provide effective, strategic support and advice to the Executive team

### **4. Subject area**

- Public Affairs, including relations with Government, Sport Councils and associated agencies and effective lobbying
- Internal Communication
- External Communication and Public Relations
- Sponsorship coordination
- Brand development

## **5. Methodology**

The Director is responsible for governance and policy matters, the executive will be responsible for supporting the process of developing strategy and preparing budgets and for implementing strategy once it is agreed.

## **6. Integrity and Standards**

All directors are expected to meet the highest standards of integrity and to adhere to the Seven Principles of Public Life. A fit and proper purpose assessment will be performed on all directors as part of the recruitment process. This will include a self declaration covering bankruptcy, a CRB check and convictions and identity check. A copy of proof of identity will be retained.