



British Equestrian Federation

Terms of Reference for Board Directors

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

The director responsible for:

Marketing

1. **Role** The Director for Marketing is elected by the Council to take responsibility within the Federation for all matters relating to marketing.
2. **Responsibility** The Director for Marketing, working with the executive, is responsible to the Board in the subject area for:
 - the development of policy and budgets
 - representing the interests of the Council, stakeholders and executive
 - accountability for the delivery of agreed policy and targets
 - liaising with and promoting the policy to the relevant Member Body directors
3. **Objectives** The Director for Marketing is to promote the development of policies throughout the Federation for:
 - Revenue generation
 - Sponsorship
 - Communications
 - Public Relations
4. **Method** While 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.