

Please note this replaces the earlier terms of reference for the Director with responsibility for External Affairs



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:

Public Affairs and Communication

1. **Role** The Director for Public Affairs and Communication is elected by the Council to assist in the governance of the Federation for all matters relating to and communicating the External activities of the Federation.
2. **Responsibility** The Director for Public Affairs and Communication is responsible to the Board, working with the executive, 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 Public Affairs and Communication is to promote the development of policies throughout the Federation for:
 - Public Affairs, advising on relations with Government, Sport Councils and associated agencies and effective lobbying
 - Internal Communication, advising on the articulation of the Board's approach, policies and objectives to member bodies
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.