

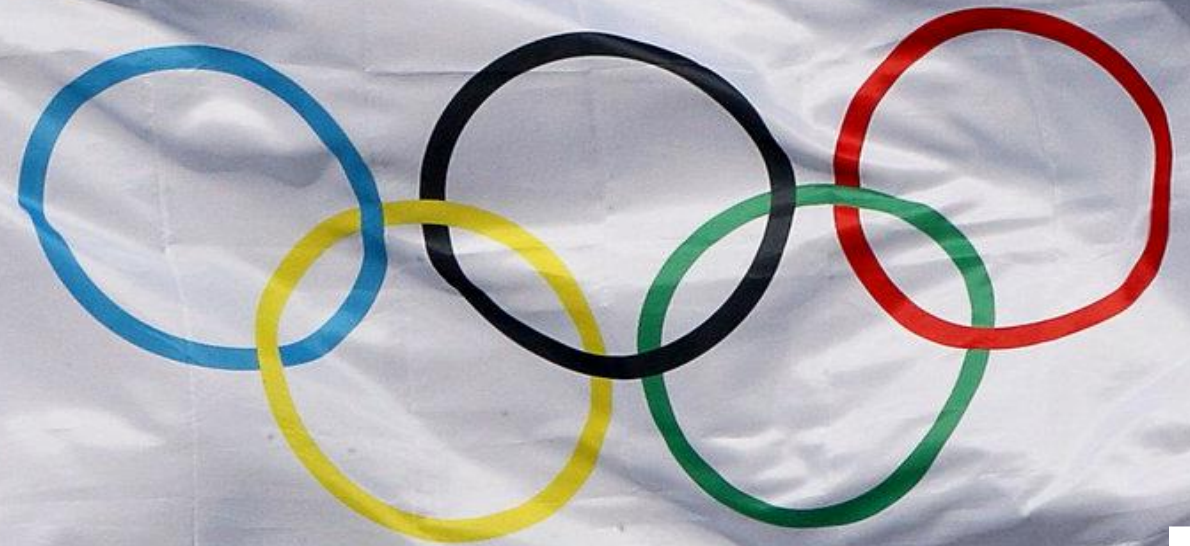
Position Specification

British Olympic Association

Chief Executive Officer



BRITISH OLYMPIC
ASSOCIATION



Foreword



Dame Katherine Grainger

Chair, British Olympic Association



Few organisations are as deeply woven into the fabric of national pride, sporting excellence, and societal impact as the British Olympic Association. As Chair, I am privileged to witness firsthand the extraordinary commitment and passion that drive Team GB, both on and off the field of play.

We stand at a pivotal moment in our journey. The demands and opportunities of the global sporting landscape are evolving rapidly, with digital transformation, commercial innovation, and shifting societal expectations all shaping what it means to lead, inspire, and unite through sport. Our independence and reputation as a trusted, values-driven organisation remain our greatest strengths, and our mission – to champion Olympic values and support the athletes and teams who represent us on the world stage – has never been more important.

With this privilege comes a profound responsibility. The BOA, and everyone within it, exists to serve – not only our athletes and membership, but also the wider public whose support and belief are essential to our success. We are custodians of a legacy that extends far beyond medals and moments of victory; we are charged with upholding the values of integrity, respect, and inclusivity, and with inspiring the next generation through our actions and example.

The next Chief Executive will play a defining role in writing the next chapter of Team GB's story. We seek a visionary leader: someone who can inspire exceptional performance, nurture talent, foster deep relationships across our membership and partners, and drive sustainable commercial success. Above all, we seek someone whose humility, empathy, and ambition match the spirit of our athletes and our nation – someone who understands the honour and responsibility of leading in service to both sport and society.

If you share our commitment to excellence and believe in the enduring power of sport to unite, transform, and serve the greater good, I encourage you to explore this opportunity to lead the British Olympic Association at a time of immense possibility. Together, we can build on our proud legacy and shape a future that inspires generations to come.



Contents

01 Background

02 The Role

03 The Candidate Profile

04 Process



01 – Background

The British Olympic Association (BOA) is the National Olympic Committee (NOC) for Great Britain and Northern Ireland, with responsibility for the conduct and management of all Olympic-related activity in those countries. The BOA's primary responsibility is to lead and support Team GB on their journey to and during, the Olympic Games (Winter and Summer), the Youth Olympic Games and other IOC designated events including the European Youth Olympic Festivals and the European Games. The BOA also leads the promotion of the Olympic values through the work done by the Team GB Foundation, and alliances with the Olympic sports and strategic partners.

The British National Governing Bodies for Olympic sport comprise the membership of the BOA. The BOA seeks to support and serve this membership by being a strong, independent and credible voice of British Olympic Sport within the UK and internationally. To fulfil its responsibility the BOA must work closely with partners across the UK sporting high performance system, including, but not limited to, the National Governing Bodies, UK Sport, The British Paralympic Association, the Home Countries Sports Institutes, the National Lottery and the UK Government.

The BOA's Board of Directors is made up of the Independent Chair and Vice-Chair, five elected representatives from the Olympic National Governing Bodies, Independent Non-Executive Directors, the Chair of the BOA Athletes' Commission, and British International Olympic Committee Members. Further details can be found [here](#). The BOA is an independent and privately funded organisation that relies mainly upon the income it receives from commercial programmes as well as fundraising and events.



02 – The Role



Reporting to the Chair and serving as a member of the Board of Directors, the Chief Executive Officer holds overall accountability for BOA's day-to-day operations and delivery of its strategic objectives. The CEO will lead the organisation through forthcoming Games cycles and sector-wide projects, ensuring performance, financial sustainability, and stakeholder engagement.

Leadership and People

- Provide inspiring, authentic leadership to foster a healthy, high-performance culture, empowering and developing talent at all levels.
- Structure and prepare the BOA team to navigate both the challenges and opportunities presented by major events and sector shifts.
- Champion inclusive, consultative decision-making, engaging staff, NGBs, and athletes in shaping the organisations' direction.
- Evidence a future-focused mindset, embracing opportunities in technology, digital transformation, and responsible AI, particularly in relation to high-performance sport.

Games, Athlete and Olympic Values Focus

- Lead the delivery of world-class support and services to Team GB athletes, ensuring continual performance advantage and commitment to welfare at all events.
- Inspire innovation in Games operations and athlete relations, embedding learnings from each cycle to drive improvement.
- Model and uphold the BOA's and Olympic values, leading a culture of constant growth and positive social impact.
- Maintain a significant leadership presence at Olympic Games, representing the BOA with distinction.

02 – The Role (continued)



Membership and Stakeholder Management

- Build and maintain strong, trust-based relationships with BOA's membership (NGBs) and key domestic partners, including UK Sport, Home Country Sports Councils and Institutes, the British Paralympic Association, and government bodies.
- Develop a close, collaborative partnership with the Chair and Board, building strong partnerships.
- Engage consultatively with athletes and member organisations, ensuring their perspectives inform BOA strategy and operations.
- Represent the BOA at key domestic and international events, building and leveraging international relationships with the IOC, EOC, and International Federations.

Commercial and Finance

- Implement and evolve a comprehensive funding strategy, maximising efficiencies and generating revenue to support the BOA's strategic plan.
- Work collaboratively with the Chief Commercial Officer and agencies to secure long-term sponsorships and partnerships, delivering genuine value for all parties.
- Develop and nurture senior relationships with sponsors and commercial partners, maintaining BOA's reputation and commercial independence.
- Manage within budget and make financial decisions that balance immediate performance priorities with long-term viability.
- Encourage innovation in revenue generation, including new commercial models and digital-led income streams.

The role is based in London with some international travel required.

04 – The Candidate Profile



The successful candidate should demonstrate the following:

- **Leadership**: An inspiring and authentic leader, able to create collaborative environments within, and between, organisations. A track record of building world class teams and taking them to ever greater heights, with an inclusive, empathetic, and consultative style.
- **Sport**: A passion for Olympic values and the mission of Team GB is essential. Experience and understanding of the domestic or international sporting landscape would be helpful.
- **Commercial experience and acumen**: Outstanding general manager with significant leadership experience at Board level and a demonstrable track record of both operational and strategic delivery. P&L ownership experience essential. Prior CEO experience would be beneficial but is not required. Strong business and commercial skills, maintaining relationships with sponsors, partners, and donors.
- **Stakeholder and influencing skills**: Exceptional relationship-building and influencing skills, able to build strong partnerships with the Chair, Board, senior sponsors, external stakeholders and the wider ecosystem. Excellent communication and presentation skills with the ability to adapt to a wide variety of audiences, including the media, in potentially high pressure, highly public situations.
- **Strategic orientation**: Future focussed and able to spot opportunities, as well as challenges, that the fast-paced changes in technology, digital transformation, sustainability, global politics and more will bring.
- **Change management**: Success in leading organisations through periods of transformation or strategic evolution.
- **Sector**: Commercial leadership experience in analogous sectors (e.g., the consumer ecosystem, digital media, sports, entertainment) would be beneficial. International experience would be valuable.
- **Digital leadership**: An understanding of the importance of digital engagement and content to maximise the Team GB brand and to grow engagement, inspiration and relevancy.
- **Resilience and adaptability**: Demonstrated resilience and adaptability in high-stakes and ambiguous, environments.
- **Values**: Demonstrated strong personal values and highest ethical standards, consistently acting with integrity and professionalism whilst representing the BOA.

Process and How to Apply

The recruitment process is being undertaken by Russell Reynolds Associates on behalf of the BOA. Please submit your full application by email to responses@russellreynolds.com. Please quote the role title and assignment code **2509-044L** in the subject heading of the email. All applications will be acknowledged. The closing date for applications is **23:59 on 15th October**.

Your submission should include:

- A **CV** setting out your career history, with key responsibilities and achievements. Please ensure you have provided reasons for any gaps within the last two years.
- A completed **Diversity Monitoring Form** [available here](#). The BOA is dedicated to fostering a culture of diversity and inclusion. We believe that a diverse team, with a wide range of backgrounds, experiences, and perspectives, is essential to our success. We welcome applications from all qualified candidates, regardless of age, disability, gender, race, religion, sexual orientation, or any other characteristic. We are committed to creating an inclusive environment where everyone feels valued, respected, and empowered to contribute their best. If you are a passionate and dedicated individual who shares our commitment to excellence and inclusion, we encourage you to apply. Please note the information you provide will help support monitoring BOA's recruitment processes to ensure they are fair to all and allow us to attract diverse and talented candidates. The diversity data in this section is collated in aggregate and will not be disclosed to anyone involved in assessing your application. To view our Equality and Diversity policy, please [click here](#). And our Privacy Policy on how we store your personal information can be [found here](#).

Please note that due diligence will be carried out on shortlisted candidates. Candidates should expect this to include searches of previous public statements and social media, blogs or any other publicly available information.

Should you wish to speak with someone before submitting an application, please contact responses@russellreynolds.com in the first instance, quoting reference number 2509-044L.

Please also find below a provisional **timetable** for applicants to note:

Milestone	Date
Closing date for applications	15 th October
Presentation of prospective candidates to agree longlist	w/c 20 th October
RRA conducts in-depth interviews with longlisted candidates	27 th October – 14 th November
Presentation of prospective candidates to agree shortlist	w/c 17 th November
First round of interviews	w/c 24 th November
Informal conversations with relevant stakeholders	w/c 1 st December
Final round of interviews	w/c 8 th December onwards



GREAT BRITAIN

TEAM GB
Olympic
Paris 2024