



# **Transformational Programme Lead**

## **Job Description**

**November 2025**

**TEAMWORK | OPEN TO ALL | COMMITMENT**



|                         |                                                |
|-------------------------|------------------------------------------------|
| <b>Job Title:</b>       | Transformational Programme Lead                |
| <b>Directorate:</b>     | Development Directorate                        |
| <b>Reports to:</b>      | Head of Growth                                 |
| <b>Responsible for:</b> | Project Activator (North, Midlands, and South) |
| <b>Place of Work:</b>   | Hybrid - Hammersmith                           |
| <b>Contract Type:</b>   | Permanent - full time                          |
| <b>Salary:</b>          | £45-55k plus employee benefits package         |

## A bit about the role

The Transformational Programme Lead will be one of the key drivers of British Rowing's ambition to deliver participation growth at scale. This is a role for a standout individual; someone with a proven track record of delivering growth, whether in sport, sales, or participation programmes, and who brings both precision and pace to everything they do.

You will be at the centre of how we seed and scale new participation pathways, combining entrepreneurial energy with the credibility and consistency to build confidence across the rowing community. Clubs, regions and partners will see you as a dependable point of contact who not only gets things done, but does so ahead of time and to a consistently high standard.

This is a leadership role that demands both vision and delivery. You will oversee a team of Project Activators and coordinate additional contractor and volunteer capacity, ensuring that national strategy translates into local action. You will thrive on building strong stakeholder relationships and turning opportunity into measurable results.

## Responsibilities

- Lead the design and delivery of transformational participation programmes across indoor and on-water rowing formats, ensuring they consistently exceed expectations.
- Act as the primary point of contact for clubs and national stakeholders, building trusted relationships and establishing British Rowing as a valued and dependable partner.
- Broker opportunities that help entrepreneurial clubs test new formats and scale proven ones, importing good practice from other sports and sectors.
- Champion innovation while ensuring delivery is methodical, accurate and to a consistently high standard.
- Line manage three Project Activators, setting clear expectations and motivating them to deliver responsive and impactful support to clubs.
- Track and report progress with precision, using data and evidence to demonstrate impact and inform decision-making.
- Actively share learning and success stories across the sport, enabling rapid scaling of effective practice.
- Manage budgets with rigour, ensuring every programme delivers value for money and contributes to broader strategic aims.



*This list is not to be regarded as exclusive or exhaustive, as there may be other duties and requirements associated with the post, which British Rowing may call upon the post-holder to perform from time to time.*

## Person Specification

The successful candidate will be:

- A proven high performer with a track record of delivering growth, either in sport or sales contexts.
- Sharp, methodical and consistent in delivery; someone known for getting things done, and done well.
- An exceptional relationship-builder, skilled at managing complex stakeholder dynamics with professionalism and influence.
- Experienced in place-based working, with an understanding of Asset-Based Community Development (ABCD) approaches to strengthen local delivery and partnerships.
- Resilient and adaptable, able to thrive in a fast-moving environment with competing priorities.
- A leader who sets and holds a high standard, bringing the best out of team members, contractors and volunteers.
- Entrepreneurial in outlook, always spotting opportunities and finding ways to convert them into action.
- Proven ability to analyse information, think critically and make sound judgements.

### Essential

- Evidence of delivering measurable growth in sport, sales, or community participation.
- Proven experience of managing complex programmes and exceeding delivery targets.
- Exceptional stakeholder management skills, with a track record of building and maintaining trusted relationships at multiple levels.
- Familiarity with Asset-Based Community Development (ABCD) and its application in community and club settings.
- Skilled in negotiation and mediation, with the ability to resolve issues constructively and build consensus.
- Strong organisational and project management skills, with the ability to manage teams, budgets and deadlines to a consistently high standard.
- Excellent communication and influencing skills, both written and verbal.
- Familiarity with monitoring, evaluation and reporting tools that demonstrate impact.
- Strong data competence, with the ability to create and present clearly using modern tools (e.g. Power BI, Excel dashboards) to inform decision-making and track impact.

### Desirable

- Knowledge of rowing, indoor fitness, or wider sport participation trends.
- Experience of leading teams that include volunteers and contractors.
- Background in commercial brokering, partnership development or product scaling.



## Mandatory Requirements

*It is expected that the individual will have the following in place, and valid for at least the period of the contract. It is your responsibility to arrange these in advance of the commencement of the contract and before any delivery takes place. Evidence must be shared with the Director of Development at British Rowing.*

- Driving license.
- Right to work in the UK.
- Willingness to undertake full British Rowing safeguarding checks.

## DBS Requirements

The role may be subject to an Enhanced DBS check, in line with statutory safeguarding requirements.

## Additional Information

### Anti-Doping

The post-holder is expected to comply with the core requirements of the WADA Anti-Doping Code and its requirement on Coaches and Athlete Support Personnel to set a good personal example in this field. When directly working with coaches and athletes the post-holder has a responsibility to inform them appropriately of the Code's application to them and to influence them in following a Clean Sport culture. The postholder will be expected to hold a current Clean Sport certificate relevant to the role they hold, and/or attend a Clean Sport induction provided by British Rowing.

### Hours

British Rowing prides itself on supporting a positive work-life balance, and is keen to support agile and remote working where possible. While maintaining a good work life balance, this role will require flexibility and to reflect the needs of the business and to ensure core objectives are achieved. Standard working hours are 40 hrs per week.

The post-holder's hours will be flexible to reflect the needs of the role and, while maintaining an appropriate work/life balance, may include time in evenings, at weekends and over public holidays.

### Equal Opportunities

British Rowing is committed to equal opportunities for all staff and applications from individuals are encouraged regardless of age, disability, sex, gender reassignment, sexual orientation, pregnancy and maternity, race, religion or belief and marriage and civil partnerships.