



Project Activator

(North / Midlands / South)

Job Description

November 2025

TEAMWORK | OPEN TO ALL | COMMITMENT



BRITISHROWING

Job Title:	Project Activator (North / Midlands / South)
Directorate:	Development Directorate
Reports to:	Transformational Programme Lead
Place of Work:	Hybrid - Hammersmith
Contract Type:	Permanent - Full time
Salary:	£28-31k plus employee benefits package

A bit about the role

Project Activators are the engine room of British Rowing's participation growth agenda. Working directly with clubs, schools, universities and community partners, you will bring energy, creativity and focus to the task of opening up rowing to more people in more places.

This is a role for street-smart, ambitious individuals who are excited by the chance to make a visible impact. You will thrive on building relationships, solving problems quickly, and helping clubs test and adopt new formats. If you are motivated by getting things done, influencing people on the ground, and seeing growth happen in real time, this is a role where you will flourish.

You will be part of a small, agile team reporting to the Transformational Programme Lead, with opportunities to lead on projects, contribute ideas, and play a visible role in reshaping the future of the sport.

British Rowing is recruiting three Project Activators to support the growth of rowing across England. Each will focus on a defined geographic area, ensuring we are close to the communities we serve. Together, the three Activators will operate as a connected unit - sharing learning quickly, supporting one another, and ensuring that good practice spreads fast across regions. This regional emphasis will allow you to build strong local relationships while contributing to a team that works as one across the country.

Applicants are welcome to highlight any regional knowledge or connections they bring, though final allocations will be confirmed after appointment.

Responsibilities

- Work directly with clubs, schools, colleges, universities, community partners and leisure providers to activate new indoor and on-water participation formats.
- Support pilots and early roll-outs of initiatives such as Learn to Row and online and in-person event formats, ensuring smooth delivery and positive experiences.
- Act as a first point of contact for clubs and community partners on projects, providing responsive and practical support.
- Help capture insight and feedback from participants and partners, ensuring learning is fed back to improve future delivery.
- Build trusted local relationships, acting as the face of British Rowing within regions and communities.



- Spot and escalate opportunities for growth, innovation or partnership, working as part of a national team of three Project Activators to share learning, support one another and turn ideas into action across regions.
- Coordinate volunteers and contractors on the ground, ensuring capacity is deployed where it has the greatest impact.
- Track and report progress with accuracy, celebrating successes and sharing examples of impact.
- Represent British Rowing with professionalism and energy at events, workshops and community forums.

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 candidates will be:

- Energetic, ambitious and motivated by the chance to make a difference.
- Quick to build rapport, with the ability to connect with people from all backgrounds.
- Street-smart and adaptable, able to problem-solve on the spot and adjust plans when things change.
- Familiar with place-based working and have an appreciation of Asset-Based Community Development (ABCD), with the ability to apply these principles in practical and responsive ways on the ground.
- Highly organised, with good attention to detail and the ability to juggle multiple priorities.
- Strong communicators who can inspire confidence and enthusiasm.
- Team players who thrive in a fast-moving, collaborative environment.

Essential

- Evidence of turning ideas into action in a sport, commercial or community context.
- Experience of working in sport, community, events or sales settings where building relationships and delivering programmes was key.
- Proven ability to analyse information, think critically and make sound judgements.
- Strong organisational skills, with evidence of delivering to deadlines.
- Confidence in engaging stakeholders face-to-face, from club leaders to new participants.
- Ability to capture and present insight clearly and accurately.
- A proactive, self-starting approach with a willingness to travel and work flexibly (including some evenings and weekends).

Desirable

- Knowledge of rowing, indoor fitness or wider participation trends.
- Experience of supporting volunteers or coordinating local delivery.
- Familiarity with digital tools to support participation or event delivery.
- Familiarity with the multi-academy trust model and sector partners such as Youth Sport Trust, Street Games, UK Coaching, CIMSPA, CoachCore, Sported, Active Partnerships and AoC / BUCS.



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 Transformation Programme Lead 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, will 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.



British Rowing Regions



N = Northern Region (Northumberland, Tyne & Wear, County Durham, Tees Valley)

NW = North West Region (Cumbria, Lancashire, Merseyside, Manchester, Cheshire)

Y = Yorkshire Region (Yorkshire, Humber)

EM = East Midlands Region (Derbyshire, Nottinghamshire, Lincolnshire, Leicestershire)

WM = West Midlands Region (Shropshire, Staffordshire, Birmingham, Black Country, Coventry, Warwickshire, Herefordshire, Worcestershire)

E = Eastern Region (Norfolk, Suffolk, Essex, Hertfordshire, Bedfordshire, Northamptonshire, Buckinghamshire,

T = Thames Region (London, Oxfordshire, Berkshire, Surrey,

WX & SEC = Wessex & SE Coast Region (Sussex, Kent, Dorset)

WAGS = WAGS Region (Wiltshire, Avon, Somerset, Gloucester)

W = Western Region (Devon, Cornwall)