



ENGLAND HOCKEY CHIEF EXECUTIVE OFFICER (CEO) RECRUITMENT PACK



**ENGLAND
HOCKEY**

A MESSAGE FROM OUR CHAIR

Thank you for your interest in England Hockey, let me tell you a bit about what our organisation has to look forward to.

As we move into the next Olympic cycle, we see our talented teams continuing to compete at the highest level. We will host the EuroHockey Championships on home soil in 2027, our top teams performing in front of home crowds. Extending the visibility of our sport through our broadcast partnership with Channel 4 means that our leading teams and more can be shared with millions. We want to make sure we have someone who can lead us to make the most of all of these opportunities.

At the same time, we must remember, that there is no hockey without grass-roots hockey. Few sports extend so widely across generations and genders and the opportunities to bring hockey to more diverse groups in increased numbers are endless. We need a Chief Executive Officer who can focus on expanding our hockey community.

We are ambitious, and with those ambitions comes the need for a great leader with an openness for change. We see the appointment of our new Chief Executive Officer as an opportunity to recruit a highly ambitious, innovative and thoughtful leader to lead our talented team to even greater heights of continued success. If you share our ambition and believe you have the qualities we need, we would be delighted to hear from you.



ABOUT ENGLAND HOCKEY

England Hockey's mission is to “share the love of hockey and work together to make hockey more visible, relevant and accessible to all”. The current focus for the organisation is delivery of its 5 objectives within the 2023-2028 strategic plan which can be found [here](#).

England Hockey is the National Governing Body for Hockey in England and is responsible for the management and development of the sport from grass roots to elite activities. We:

- Have a **membership** comprising clubs (750+), counties (42), and Areas (8) that affiliate to it. Approximately 160,000 individuals play in the club system, with an estimated 20,000 playing at university/colleges. C.900,000 children play at school. More than 15,000 coaches, umpires and officials are supported / developed.
- Have an **income/expenditure** of average £10m p.a. The Chief Executive is directly responsible for the operational budget but the Board, chaired by the Non-Executive Chair, approves the annual plan and budget.
- **Employ** 65 staff, and contract with approximately 100 part time consultants mostly in the performance and coaching area. Circa 50 volunteers work at national level to run the sport, with thousands more running the great bulk of grass roots hockey.
- **Are currently the ‘nominated country’ on behalf of Great Britain Hockey** to qualify and prepare the Great Britain squads for the Olympics. The England Hockey Chief Executive, Performance Director and Head Coaches represent Great Britain as well as England Hockey. There is a Great Britain President to chair the Great Britain Board which meets three times a year.



SUMMARY OF THE STRATEGY

PURPOSE Sharing our love of hockey

MISSION Work together to make hockey more visible, relevant and accessible to all

OUR FIVE OPERATIONAL OBJECTIVES



What does success look like?

- Double the number of state schools offering hockey by 2028
- Increase the number of ethnically and culturally diverse players and coaches so that our sport moves towards reflecting the population in line with the National Census
- Support 20 clubs through our targeted ED&I funded initiatives to create and report positive change towards reflecting their communities
- Ensuring all clubs, counties and regions meet the Equality Diversity & Inclusion Framework requirements



What does success look like?

- A thriving and accessible talent system that champions diversity, and delivers breadth and depth of talent
- Clubs excelling in Europe with consistent top four finishes
- Men and women consistently top four at Junior World Cups
- Medal winning performances at 2024 Olympic Games, 2026 World Cups and 2028 Olympic Games
- A hockey community inspired by exceptional role models and team success



What does success look like?

- Commercial growth that enables us to reinvest more back into our game and continue to raise the profile of the sport. We will do this by identifying the right partners for the right product and ensuring all partners are aligned with England Hockey's values
- Increasing the awareness of hockey as a sport amongst children ages 7-13 and parents of children age 5-15 through engaging content across relevant channels
- Increasing positive brand sentiment of England Hockey amongst hockey community
- Increasing positive perception of hockey as a sport for me and as a sport for good (i.e., a sport that positively impacts sustainability and inclusion)



What does success look like?

- Demonstrating and holding ourselves (and others) accountable to the highest standards, throughout our organisation and the game ensuring a clean sport with sound safeguarding and reporting practices, consistently seeking to build and maintain a trusted relationship with all
- Enhancing injury reporting by increasing compliance and including gender split to support concussion monitoring and help us make better informed targeted interventions to protect those on the field of play
- Building on our momentum from our work on social sustainability through the ED&I action plan; develop, communicate, track progress and report against a sustainability programme
- Diversifying England Hockey revenue by increasing to 40%+ (currently 30%) sourced from non ringfenced government sources. This enables us to allow money to flow to areas of the game most in need



What does success look like?

- Doubling the number of 7-13 year olds in club activity
- Ensuring that key groups identified in our Equality, Diversity and Inclusion framework are welcomed and developed in hockey through a system that adapts to the player
- Securing investment to upgrade hockey facilities which will enhance access and quality of experience for key groups targeted in the Equality, Diversity and Inclusion framework, therefore creating and embedding a more inclusive system

VALUES FOR OUR SPORT



COLLABORATE INCLUSIVELY.

- We allow everyone to bring their whole self to work and play
- We champion diversity of thought to find the best solutions for hockey
- We embrace differences and encourage contribution



CARE FOR PEOPLE AND PLACES.

- We ensure that hockey is a place of psychological and physical safety
- We always consider our impact
- We value everyone and protect our environment



PLAY WITH SPIRIT. WIN WITH GRACE.

- We enjoy what we do and want everyone in hockey to do likewise
- We respect the rules of engagement and challenge with courtesy
- We bring the positivity and energy of hockey to every space we enter



RESILIENT IN EVERYTHING WE DO.

- We are open minded and adaptable
- We support each other to be successful
- We believe in our purpose and in the impact of hockey

THE OPPORTUNITY – ENGLAND HOCKEY CEO

This is an amazing opportunity to join one of the very few Olympic team sports and to lead the organisation through this next period of ambition.

The CEO is a member of the England Hockey Board and is the operational lead of the organisation with the current focus on the delivery of its strategic ambitions, financial sustainability, growth and development of the sport and performance success on the pitch.

In addition, the CEO also has responsibilities as the Chief Operating Officer (COO) for the Great Britain (GB) Board and to lead both business and performance activity on behalf of GB Hockey. In order to fulfil its responsibilities, every four years GB Hockey appoints a “Nominated Country” (NC) from the 3 Home Nations (HN), England Hockey, Scottish Hockey and Hockey Wales. The Board delegates complete responsibility to the NC to ensure GB Primacy. The “Non- Nominated Countries” (NNCs) have committed to assist the NC in the performance of its obligations.

England Hockey is looking to recruit an exceptional individual who is able to lead the organisation to success through building powerful partnerships, global influence, creative thinking and an ability to inspire, motivate, and drive a culture of ambition and excellence. This individual will deliver a step change and have a lasting impact on our sport.

We are looking for someone with Board level experience who has a track record of leading a professional, high-performing and innovative team.

THE ROLE

Job Title: England Hockey CEO / GB Hockey COO

Contract: Full-time employed

Location: England Hockey Head Office, Bisham Abbey, with some flexibility to work remotely. Some domestic and international travel will be required

Responsible to: Board Non-Executive Chair

Remuneration: £115k - £135K per annum (dependent on experience) plus a car or car allowance, generous holiday allowance, 5% pension contribution and Simplyhealth Cashplan

Direct Reports: Executive Office of 6



THE ROLE



Acting at all times in a manner consistent with the responsibilities of the CEO of England Hockey.

Specific responsibilities will include:

- Execution and delivery of the 5-year strategy of England Hockey
- Working with the senior leadership team to ensure the strategy is delivered to a high standard and within budget and with appropriate oversight on allocation of budget and resource between departments
- Engagement with and support for the members of England Hockey
- Leadership and management of the staff team and wider workforce (including volunteers) at England Hockey
- Promoting an inclusive welcoming and safe environment within England Hockey and the wider hockey community
- Developing open and constructive relationships with key stakeholders, media and funding partners, both domestically and internationally
- Acting as a strong public voice for England Hockey and the hockey community more widely
- Developing effective relationships with the Boards of England Hockey and Great Britain Hockey
- Statutory responsibilities including ensuring compliance with statutory and relevant reporting obligations. The role is also the accountable officer for public money with responsibility for strategic sourcing and retention of funding.
- In conjunction with the Performance Director, lead the World Class Programme to deliver Olympic success.
- Acting as GB Chief Operating Officer (COO) and ensuring delivery of GB's performance objectives and GB Primacy
- Exemplifying and upholding the values of England Hockey at all times.

THE PERSON

We are looking for someone with Board level experience, who has a track record of leading a professional, high quality, and innovative team.



To succeed in this role, you'll need:

- A genuine commitment to the ongoing success of hockey in England, Great Britain and more widely.
- Good all-round business acumen with proven experience, skills and knowledge of what it takes to lead high performing organisations.
- Exceptional leadership skills with the ability to empower people and foster trust and cross functional working.
- To be an innovative thinker with a flair for creative problem solving.
- A strong understanding of high-performance in sport or wider business environments.
- The ability to identify and critically assess opportunities and threats.
- To be an excellent communicator who can quickly establish trust and credibility, and influence and engage with a wide and complex network of stakeholders domestically and internationally.
- To be decisive and willing to commit in times of uncertainty.
- Relationship building ability with a track record of forging successful partnerships with stakeholders at all levels.
- A proven track record of success in senior leadership positions.
- An ability to demonstrate how you would work effectively in a membership organisation



THE PERSON

In addition to the experience and knowledge required for the role, you will need to demonstrate the following skills:

Strategic vision – a creative thinker who is able to articulate long-term strategy for growth, performance and commercial success.

People – an effective people manager with excellent interpersonal skills and the ability to build strong relationships internally and externally.

Business and commercial acumen – England Hockey is continuing to broaden its income base away from government grants and the successful candidate will have good commercial instincts and negotiating skills. The vision to identify and explore potential opportunities and follow through.

Communication - Strong verbal and written skills together with inquiry and listening skills are essential. In addition, the insight and critical judgement to determine when best to communicate key messages and the most effective way of doing so.

Strategic analysis - must be capable of assessing the complex landscape in which the sport operates and able to translate strategy into effective operations.

Leadership – an outstanding leader who inspires followership and is able to create a high performing environment that empowers people and fosters trust and cross-function working. An open, collaborative, participative and consensus seeking style is important to fit with England Hockey's culture and vision.

Financial – interpreting financial data/management accounts and constructing annual budgets. An ability to spot trends and take decisive action.

Board effectiveness – the ability to work in partnership with England and Great Britain Hockey Boards to enhance their value to the organisation



HOW TO APPLY



Please submit your CV detailing your experience and achievements and a short cover letter in answer to the following question:

- ***What qualities and experiences will you bring to make a difference to our organisation and our sport?***

to: HR@englandhockey.co.uk

Closing Date: 5.00pm, Monday 12th May 2025

Interview Date: TBC

England Hockey is committed to Equality, Diversity and Inclusion and building a diverse community. We welcome applications from suitably qualified and eligible candidates regardless of their protected characteristics and recognise there are different ways applicants may achieve the criteria in this document.

We want you to have every opportunity to demonstrate your skills, ability and potential. If there is anything we could do to support you through your application or interview process, including assistance or adjustment, please reach out to: HR@englandhockey.co.uk

We would be pleased if you could also complete the Equality Monitoring Form – please use the following link: <https://www.surveymonkey.co.uk/r/EDIMon>



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