

THE BOAT RACE



Managing Director of The Boat Race Company
Role Brief



The Boat Race Company Ltd

The Boat Race is one of the world's oldest and most iconic amateur sporting events — a unique fusion of competition, heritage, and culture. Since the first Men's Race in 1829 at Henley-on-Thames, and the introduction of the Women's Race in 1927, it has become an indelible part of British life. Each spring, London's riverbanks come alive as over 200,000 spectators gather to watch the crews of Oxford and Cambridge Universities contest in a fierce rivalry over 8 miles of the Championship Course, spanning four London boroughs.

It is, above all, a free-to-attend public event — London's great river celebration — connecting communities, families, and fans across generations. With its strong amateur ethos and a history stretching back nearly 200 years, The Boat Race is not merely a sporting contest; it's a cultural institution that marks the arrival of spring in the capital. The event has gently evolved to reflect the times while maintaining its integrity. The Boat Race Company oversees the event's delivery, broadcast, sponsorship, university and community engagement. It brings together partners, universities, and boroughs to ensure this historic occasion remains safe, inclusive, and world-class — both on and off the water.

The Boat Race Company deliver the event on behalf of the Oxford and Cambridge University Boat Clubs and continue to focus on operational excellence in all aspects and showcase the event's heritage to grow reach and appeal.

The Boat Race Company is a company limited by Shares established by the Oxford and Cambridge Rowing Foundation the charity to which BRCL is accountable to. The directors and trustees work collaboratively to secure the short and longer term future of The Boat Race with both university clubs.



Broadcast and Sponsorship

The Boat Race enjoys a major national and international television audience, a symbol of British heritage watched live around the world. We were delighted to announce that Channel 4 will become the event's new UK broadcast partner, in a long-term agreement running to at least 2030. The Boat Race has been televised by the BBC and ITV in the last 100 years.

Channel 4's enthusiasm, promotional energy, and proven track record in innovative sports broadcasting will bring fresh perspectives and greater accessibility. We are grateful to BBC Sport for their many years of partnership and contribution to the event's legacy – and we now look forward to the next chapter with Channel 4, which will include significant marketing and audience development commitments. Alongside this exciting broadcast future, we are proud to welcome back CHANEL as Title Sponsor and Official Timing Partner. CHANEL's involvement represents their first-ever global sports sponsorship – a powerful endorsement of The Boat Race's prestige and relevance.

This partnership, launched at Somerset House last year, is a long-term relationship filled with potential. It reflects mutual values: excellence, creativity, and the celebration of timeless British culture on the world stage.

The event and its place in British sport

The Boat Race is bigger than its sport. Many who watch it have no particular interest in rowing yet, they come for the occasion, the spectacle, and the sense of belonging. It is a human event – about stories, rivalries, and moments that capture the imagination.

While the race features full time student athletes, many have achieved world-class sports status, the media and public embrace it not as elite sport, but as a shared cultural ritual. Indeed, the most compelling narratives are often human interest stories – tales of determination, study, friendship, and rivalry rather than mere athletic performance.

The Boat Race continues to embody the essence of British heritage event, celebrated across the pubs and riverbanks of London. Yet its audience is skewed older, and part of our mission – working with CHANEL and Channel 4 is to retain The Boat Race continued presence on shows like Broadcasting House and the Media Show on BBC Radio 4, LBC and Times Radio as we work to broaden our appeal to younger and to engage new audiences, using innovative digital engagement and storytelling.

SUNDAY 13 APRIL 2025

CHANEL
J12
BOAT X RACE
OXFORD & CAMBRIDGE



THE WOMEN'S BOAT RACE: TEN YEARS ON THE TIDEWAY



A legacy of amateur sporting excellence

The Boat Race is among the oldest amateur sporting contests in the world – a competition between students who row for pride, not prize money.

The first Men's Boat Race took place on 10 June 1829 at Henley-on-Thames, with Oxford's winning boat still displayed at the River & Rowing Museum.

The Women's Boat Race, first held in 1927, found permanence on the Championship Course in 2015, achieving full parity with the men's event.

Despite disruptions such as the 2020 cancellation and 2021 relocation to Ely due to Covid restrictions, the event returned to the Thames in 2022, stronger and more resonant than ever.

Looking ahead

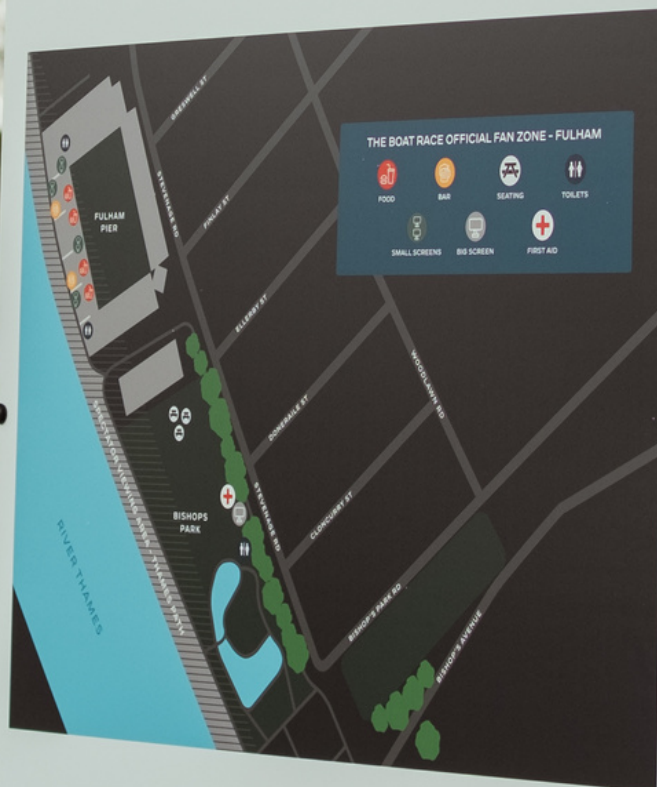
The Boat Race Company's role extends beyond event delivery. We are custodians of an institution – maintaining tradition while ensuring innovation and growth. Our partnerships with CHANEL and Channel 4, and the unwavering support of the four host boroughs, ensure The Boat Race continues to thrive as a celebration of London, sport, and shared culture.

Sponsorship forms the cornerstone of our revenues, with licensing and merchandise and hospitality also contributing and offering some interesting areas of growth potential. With two key dates in the near future – the Centenary of the Women's Boat Race in 2027 and Bicentenary of the Men's Race in 2029 – there are key points to build from to secure the medium-term future of the event.

For the Managing Director, this is an opportunity to provide operational leadership for a globally recognised British brand, preserving a unique national story while steering it confidently into a modern, changing future.

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WELCOME TO
THE OFFICIAL FAN ZONE
FULHAM



RACE PROGRAMME



Managing Director – The Boat Race Role Summary

The newly-created role of Managing Director (MD) for The Boat Race Company Ltd (BRCL) is designed to provide operational leadership and management of the Boat Race, ensuring the successful delivery of its strategic plan as agreed by the Board. Reporting to the Chair of The Boat Race, on behalf of the Board of Directors, the MD shall be accountable for the commercial and operational success of the event.

The Managing Director will act as the principal day-to-day representative of The Boat Race, both internally, leading our executive team, engaging with partners and potential partners and building strong relationships with stakeholders, ensuring the organisation continues to deliver an exceptional sporting spectacle that commands national and international attention.



The Boat Race Company Managing Director

Primary Job Functions

Operational Leadership

Provide direction and leadership to The Boat Race staff and key contractors, ensuring delivery of the organisation's strategic objectives, creating and delivering an annual plan with associated KPI's.

Revenue Growth

While we have a long-term principal Partner in place, this role will have a strong commercial focus on bringing on board further sponsors and partners, growing our early-stage licensing and merchandising business and exploiting other potential revenue streams.

Operational Excellence

Lead continuous improvement in organisational performance, culture, and capabilities, working within our current structure of a small executive team and short-term contractors and volunteers, while analysing and controlling our cost-base and identifying future needs and efficiencies.

Stakeholder Engagement

Working with the Board and in particular the Chair, engage with our key stakeholders, maintaining positive productive relationships; Oxford and Cambridge Rowing Foundation, Oxford and Cambridge university boat clubs, commercial partners, broadcasters, local authorities, and other stakeholders to ensure alignment and shared value.



The Boat Race Company Managing Director

Principal Responsibilities

- Lead and develop the executive team, ensuring high performance and alignment with strategic objectives set by the Board.
- Lead the implementation of the strategic plan, providing renewed vision and focus where needed.
- Inspire, motivate, and support staff and volunteers to deliver an exceptional event and to uphold organisational values.
- Attendance at and presenting to the BRCL Board at meetings throughout the year. Occasionally presenting to the Oxford and Cambridge Rowing Foundation Trustee board.
- Provide the Board with clear, timely, and accurate information to support effective decision-making, with input into the ongoing format of reporting and board meeting/s.
- Work closely with the executive team, Committees and Board Advisors to deliver the strategic objectives.
- Ensure robust internal controls, including financial, legal, and operational compliance.
- Oversee the development and delivery of annual business and operational plans, ensuring resources are used efficiently.
- Maintain the financial health of the organisation, including budget oversight, income generation, and cost control.
- Identify, manage, and mitigate organisational risks in collaboration with the Board.
- Based on guidance from the Board, work closely with the Chair while maintaining clarity in the respective roles of the MD and Chair when representing the organisation.
- Agree Key Performance Indicators (KPIs) with the Chair to measure and review performance.



Graduate
BY HILTON

THE
BOAT RACE
OXFORD CAMBRIDGE



British Heart
Foundation

Bay liable
to flooding

ACE
MBRIDGE

THE
BOAT RACE
OXFORD CAMBRIDGE

British Heart
Foundation



The Boat Race Company Managing Director

Terms of position

BRCL is flexible as to whether the successful candidate is employed as an employee or as a self employed contractor.

The role is not full time in terms of working days, except during the period February – April annually. From September – January it would require 4 days per week, approximately, and from May–August an average of 2.5 days per week.

We offer a competitive salary and benefits package, which is pro-rated to reflect the time commitment required. There may be some room for negotiation based on experience and circumstances.

Some of the role can be performed from home, but it will require attendance at BRCL's offices, currently House of Sport in Borough Market, London, along with travel to meet stakeholders where required (e.g. Oxford, Cambridge, Paris for Chanel – although their sponsorship is run day to day out of London)

We aim to foster a supportive and collaborative work environment, and this role will be pivotal in building that teamwork and communication among the small executive and volunteer team – with the challenge of a combination of remote working and office attendance.

Applicants should be able to demonstrate a proven track record in a senior/ leadership role within the sporting or entertainment events industry.

The role is focused on operational delivery and commercial growth, and we will require evidence that the successful candidate has led or had senior roles with those responsibilities. Strong interpersonal skills and a collaborative approach are required, while evidence of providing strategic leadership will be an asset.

We would expect a Degree level or equivalent qualification, and a minimum of 15 years experience in the sector.



The Boat Race Company Managing Director

Your application and the recruitment process

In order to apply you should submit a current CV with your career history, plus a supporting letter or statement. We would ask for no more than two pages for the letter or supporting statement, which should explain why you are interested in this role and why your skills and experience are well suited to our needs.

The Boat Race Company is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. Compensation will be competitive and in line with market rates for this senior role within this sector.

Please send applications and contact Camilla Allen at The Boat Race Company via email,

camilla@partnersinhr.co.uk

The interview process for short-listed candidates will include an initial telephone conversation followed by a virtual interview, and then at least one in-person interview with Trustees and Directors from BRCL.

Application closing date Wednesday 26th November

We reserve the right to bring forward the closing date of any of our job vacancies if we receive a suitable number of quality applications from which to make a shortlist. Therefore, we recommend that you apply as soon as possible rather than wait until the published closing date.

