

## EVENTS

### Event management

Responsible for organising all aspects of indoor and outdoor events

Event organisers can work on a wide range of events, from B2B exhibitions to horse trials and equestrian consumer shows. They are involved in all elements of planning, development and hosting, with responsibilities that include project management, strategic planning, budgeting, finance, promotions, marketing and sponsorship, health and safety, and risk management.

Entry level into this type of work is usually at graduate level with a degree in event management, business or marketing and a CV showing as much work experience as possible. Many universities and colleges also offer a range of event management short courses – many of them in the evenings so that you can top up on learning while you work.



Photo: BETA International

## TRAINING

Continuous professional development is essential to further your career, reinforce skills and increase business success. The British Equestrian Trade Association (BETA) offers an extensive selection of training courses to complement the working role of those employed in country and equestrian retail. They include:

- Introduction to the Principles of Saddle Fitting – run in conjunction with the Society of Master Saddlers.
- Lorinery Retailing – a one-day course focusing on bits, biting and other metalwork used on the horse.
- Safety Course – providing hands-on tuition in riding hat and body protector fitting. BETA has also developed a City & Guilds qualification in this subject.
- Suitably qualified person (SQP) qualification to sell wormers and flea treatments – a two-day training course available to AMTRA-registered candidates prior to sitting the exam.
- CPD courses for SQPs – allowing them to remain topped up with crucial CPD points.
- Digital Marketing & Social Media – a two-day course offering in-depth tuition to help promote and broaden digital skills and knowledge.
- Retailing Skills: Customer Service & Communication – helping to brush up skills to aid and improve the service offered.
- Retail Skills: Visual Display & Merchandising – a day-long workshop to help improve store image and interior layout, and to create attractive and effective displays.

BETA is a trade association with a membership of businesses working in the equestrian industry – including individuals who are self-employed. Please contact the BETA office if you would like to find out more about BETA membership or access to any of the training courses it offers.



# Careers in the Equestrian Industry



Photo: Bliss of London



## COMMERCE

### Retail

Selling products within a store environment while offering the best customer service and product knowledge

Retail employees should enjoy engaging with customers, ensuring they have the best possible shopping experience, and take a pride in making sure that the store is as attractive and effective as possible.

There are various ways to start a career in retail, from graduate training schemes at large retail outlets to sales assistant jobs at small independents.

Most jobs secured at entry level offer a career pathway to department supervisor, store management, buying and brand management. Larger stores often offer graduates the opportunity to specialise in merchandising, buying, brand promotion, styling, accountancy and HR.



Photo: Watwick Country Store



Contact us to find out more about the equestrian trade and BETA membership:

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The UK equestrian industry offers a diverse range of exciting career opportunities for those wishing to work in this challenging and vibrant sector. Here, we highlight some of the many options available in the equestrian trade rather than hands-on riding or grooming jobs and equine professions such as farriers, equine dentists and physiotherapists. Details of qualifications required and key training pathways are also provided.

## RACING

### Bloodstock agent

*Someone who is paid to buy and sell racehorses on behalf of a client*

Although there are no formal qualifications required for this job, a genuine passion for racing and experience of this sector will prove invaluable when applying to bloodstock agents for a job, as will a broad knowledge of breeding, conformation and pedigrees.

The British Horseracing Graduate Development Programme offers a training pathway for young people leaving university who wish to work in this area. For further information, visit [www.careersinracing.com/getting-started/training/graduate/](http://www.careersinracing.com/getting-started/training/graduate/).

### Racing secretary

*Often the racehorse trainer's personal assistant, responsible for the day-to-day running of the administrative side of a racing yard*

This varied role embraces a wide range of duties. The racing secretary is required to do everything from declaring runners and checking jockey availability to keeping up to speed with health and safety regulations, and ensuring that the yard's website remains updated with runners and results. Hours can be long and unsocial, and an ability to remain calm is essential when things become stressful.

A racing secretary course is offered by both the British Racing School and Northern Racing College. For further details on this and other careers in racing, visit [www.brs.org.uk](http://www.brs.org.uk) and [www.northernracingcollege.co.uk](http://www.northernracingcollege.co.uk).

## SADDLERY

### Saddler

*Qualified and highly skilled professional who can make and repair saddlery*

A career in the saddlery trade is extremely rewarding, with a high level of training required and the ability to work alone or as part of a team. Once qualified, saddlers can complete each part of the saddlery manufacturing process, from cutting leather to treating a finished product, and practise in their own right.

To qualify as a saddler, you must gain a Level 3 City & Guilds Saddlery qualification or complete a four-year apprenticeship with a qualified Master Saddler.

For further information, contact the Society of Master Saddlers, [www.mastersaddlers.co.uk](http://www.mastersaddlers.co.uk), Capel Manor College, [www.capel.ac.uk](http://www.capel.ac.uk), or the Saddlery Training Centre, [www.saddlerytraining.com](http://www.saddlerytraining.com).



### Saddle fitter

*A skilled and qualified practitioner who is able to fit saddles appropriate to a horse's conformation and a rider's physique and discipline*

Those in this rewarding career provide a crucial service that ensures the welfare and comfort of all equines. Badly fitting saddles can result in painful muscle damage and subsequent behavioural issues.

As a qualified saddle fitter, you will have a sound knowledge of conformation and the ability to recognise injury, sensitivity and soreness, and the signs of asymmetrical muscle development. On-the-job training is essential and most individuals employed in this profession start out by shadowing a qualified saddle fitter.

Saddle fitting courses are offered by BETA, [www.beta-uk.org](http://www.beta-uk.org), the Society of Master Saddlers, [www.mastersaddlers.co.uk](http://www.mastersaddlers.co.uk), and the Master Saddle Fitting Consultants in the Netherlands, [www.msfc.nl](http://www.msfc.nl).

## NUTRITION

### Equine nutritionist

*Tailors horses' diets to meet their individual needs*

An equine nutritionist can either work alone on a freelance basis or as part of a team employed by an organisation such as a feed company. Key responsibilities include calculating precise nutritional requirements and diet plans for horses and ponies that take their age, lifestyle and health into account.

The best way to become an equine nutritionist is to gain a relevant degree in equine or animal science – and get as much experience as possible. Universities and colleges such as Writtle College, [www.writtle.ac.uk](http://www.writtle.ac.uk), Askham Bryan College, [www.askham-bryan.ac.uk](http://www.askham-bryan.ac.uk), and Hartpury College, [www.hartpury.ac.uk](http://www.hartpury.ac.uk), offer extensive equine-based degrees.



## BUSINESS

### Export and import development

*Working in a business environment focused on the development of international trade*

There are several core careers involved in this exciting sector. These include export sales, marketing, administration and supply chain management. Each role has a slightly different job specification, but all include the movement of merchandise and materials from one country to another while remaining compliant to international rules and regulations.

Great organisational skills and a second language are an advantage. Entry is usually secured via a graduate training scheme after gaining a business or language degree. Courses are also on offer from a range of training providers, including the Institute of Export, [www.export.org.uk](http://www.export.org.uk), and the Royal Agricultural University, [www.rau.ac.uk](http://www.rau.ac.uk), which offers an international marketing degree with overseas visits and placements.



### Business management

*Working as part of a company's management team to ensure that the business runs efficiently and profitably*

A business management role calls for an ability to show leadership and good communication skills while taking responsibility for a specific area of a company's running and organisation.

For most jobs in the equestrian industry, the entry point is at graduate level. Candidates with a business or related degree will usually join a company as a management trainee and undergo training as they work. There is fierce competition in this sector, so experience, in addition to a degree, will help you to stand out from the crowd.

There is a wide range of business management and equine business management courses available at universities and colleges, including Warwickshire College, [www.warwickshire.ac.uk](http://www.warwickshire.ac.uk), and Hartpury College, [www.hartpury.ac.uk](http://www.hartpury.ac.uk).

### Business administration

*Managing the daily operations of a large or small business to ensure that targets are met*

The call for qualified business professionals continues to grow and jobs in business information are in great demand. Roles found in this sector are diverse and include everything from managing accounts and logistics to stock control. Individuals employed should possess good communication skills, an eye for detail, flexibility and excellent leadership qualities. Most entry points are at graduate level with a degree in business administration, general business, economics or marketing.

For further information, visit the Chartered Association of Business Administrators, [www.charteredaba.org](http://www.charteredaba.org).

## SALES

### Equestrian field sales

*Selling product to retailers and wholesalers in the equestrian and country sector*

A career in sales is perfect for enthusiastic, hard-working individuals with good communication, administration and computer skills. Excellent product knowledge is essential, as is an ability to achieve set sales targets and a willingness to work long hours in return for financial reward.

Sales representatives are employed by a company and deal specifically with the goods that it produces. Agents, on the other hand, tend to be self-employed and represent a number of companies, selling a diverse range of products. No formal qualifications are required, but having an equestrian background and some previous sales experience would be an asset.

## DESIGN

### Product designer

*Creating practical, on-trend footwear, garments and equestrian products for a rapidly changing market*

The equestrian industry offers designers a varied outlet for creative talent, with large and small manufacturing companies seeking fresh input. Most candidates will have undergone formal design training at college or university, be conversant with the industry's latest graphics programs and have a strong portfolio. Knowledge of horses and riding would be a distinct advantage.

## COMMUNICATIONS

### Public relations and marketing

*Promoting equestrian brands, initiatives and services to B2B and/or consumer audiences*

The PR or marketing practitioner either works alone or as part of a team to devise and implement successful strategic campaigns. Entry into the exciting world of media can be secured via a graduate training scheme after gaining a degree in a relevant discipline or through a post-A-level training scheme offered by marketing agencies or large companies with their own marketing departments.

There are also plenty of opportunities for those with a digital marketing degree – or technical training – to work for companies wishing to increase their online presence with the development and implementation of effective websites, digital marketing campaigns and online marketing tools.

### Equestrian journalism

*Writing engaging copy that is both well-researched and accurate for publication in print, broadcasting and digital media*

An equestrian journalist is required to cover events, report from shows, conduct interviews and deliver beautifully crafted features as either a freelance or staff writer.

Many start their career in general journalism after taking a journalism or media degree at university, then moving on to a graduate programme offered by a large publisher. Others undergo training with the National Council for the Training of Journalists (NCTJ), while others opt for broadcast media.

For further information, visit the websites of the NCTJ, [www.nctj.com](http://www.nctj.com), Time Inc, [www.timeincuk.com](http://www.timeincuk.com), ITV, [www.itvjobs.com](http://www.itvjobs.com), and the BBC, [www.bbc.co.uk](http://www.bbc.co.uk), which have pages dedicated to careers and training schemes.

## SCIENCE

### Research and development scientist

*Designs and conducts experiments to develop new products, interprets data and writes reports*

A research and development scientist can take an academic route or find a position in the R&D department of an organisation such as a quality manufacturer or pharmaceutical company in the equestrian sector. Candidates for this type of job will have a good science or engineering honours degree and then be trained at the bench.

Other science-based roles may include the analysis and the testing of products in organisations such as those involved with food safety and riding hats and body protectors.

