



**NATIONAL RIFLE  
ASSOCIATION**



Appointment of  
**Secretary General for the National Rifle Association (NRA)  
& Chief Executive Officer for the National Shooting Centre  
Limited (NSC)**

November 2024

# Contents

Page	3	Introduction from David Lacey Chairman
Page	4	About the National Rifle Association (NRA)
Page	6	The Role
Page	7	Main Duties & Responsibilities
Page	9	Person Specification
Page	10	Terms of Appointment
Page	11	How to Apply



# INTRODUCTION FROM OUR CHAIRMAN

## David Lacey

The National Rifle Association (NRA) is a registered charity that promotes competitive marksmanship in light of the important contribution it makes to the efficiency of the Armed Forces.

As part of this, it organises marksmanship competitions throughout the year involving current and former members of the Armed Forces alongside civilians as well as conducting other related charitable activities.

The NRA has a subsidiary company, The National Shooting Centre Limited (NSC), which conducts all and any commercial activities, including retail sales, range hire, and accommodation.

The NRA is governed by Trustees. The selection of the Secretary General of the National Rifle Association and the Chief Executive of the National Shooting Centre Limited is the most important decision the Trustees ever make.

Finding the right person is crucial to the success of both organisations. The selection process is necessarily a rigorous one and the Trustees are committed to a fair, open and transparent process to encourage applications from anyone who meets the selection criteria.

Your CV provides useful background information, while the Personal Statement of 500–750 words gives you the opportunity to tell us in your own words how you can contribute to the success of both organisations. Both documents are an essential part of the process and I would like to thank all applicants for their efforts in preparing them.



# ABOUT THE NRA



The National Rifle Association of the UK (NRA) is a registered charity with a Royal Charter and our current patron is His Majesty the King, who continues a long history of Royal patronage.

We greatly value our military heritage and close links with the UK Armed Forces which align to the NRA's charitable objectives to promote and encourage marksmanship throughout the King's dominions in the interest of defence and the permanence of the volunteer and auxiliary forces, naval, military and air.

With over 90 members of staff and numerous volunteers the NRA represents some 53,000 marksmen and markswomen across its membership and affiliated organisations.

The 4,000-acre Bisley Estate is home to the NRA; the charity has a consolidated income of more than £10 million.

Andrew Mercer, the current Secretary General and Chief Executive, will be retiring in 2025 after 12 successful and rewarding years with the charity.





The NRA is based at the world renowned Bisley Ranges, the UK's largest shooting sports complex.

# The Role

As Secretary General of the NRA and Chief Executive of the NSC, you will be responsible for leading the management and operations teams of both entities, as well as implementing the overall vision for the charity working with the Trustees.

The role involves a high level of responsibility, with pivotal decision-making that affects the future of the charity and its beneficiaries. Working closely with the NRA Board of Trustees and NSC Board of Directors you will develop the organisation's long-term strategy and business plan and ensure it complies with the law and regulations.

As the leader of both organisations, the Secretary General / Chief Executive is ultimately accountable to Council of Trustees / Board respectively and works closely with each of them to achieve the NRA's overall charitable objectives.

Within this role, you will be expected to oversee all operations, including programme development, stakeholder engagement and financial oversight (working with the Head of Finance and Property). The successful candidate will also be expected to develop and approve strategies for the charity and communicate them to internal and external audiences.

Acting as ambassador for the NRA and NSC, you will provide and be the public face for campaigns and build relationships with stakeholders in national and local government, the wider shooting community, media and business. You will play a key role in motivating and engaging staff, membership, volunteers and affiliated organisations.



# Main Duties & Responsibilities

## Main Duties:

- Lead the development and execution of strategic plans, aligning objectives with annual budgets.
- Build and manage relationships with political, military, and governmental stakeholders.
- Monitor key performance indicators to assess financial health and organisational impact.
- Oversee all operations, including financial management and HR policy adherence.
- Represent the NRA and NSC as a national governing body and an important voice for the shooting community.
- Represent the NRA and NSC at public events and media opportunities.
- Ensure staff and volunteers are focused on the charity's mission and objectives.
- Deliver business plans and strategies to increase revenue and reduce expenses.
- Make major decisions regarding operations and resources, ensuring the NRA's growth and sustainability.



# Main Duties & Responsibilities

## continued

### Personal Responsibilities / Duty Holdings:

- **Range Safety Certificates:** Oversee the safety of the Bisley rifle ranges with guidance from professional staff.
- **Competency & Training Certificates:** Ensure shooters' qualifications on Bisley and MoD ranges.
- **Registered Firearms Dealer / Explosives Licence\*:** Manage the possession and use of firearms, ammunition, and components.
- **Home Office Authorities:** Maintain permissions for specialised firearms use.
- **Member Director, British Shooting:** Represent the NRA in the Olympic and Paralympic activities.
- **Council Member, British Shooting Sports Council:** Represent NRA interests in the wider shooting community.



### About You:

The successful candidate will have a commitment to the NRA's mission, emotional intelligence, and the ability to work collaboratively with the Board, senior leadership, and external stakeholders.

\*The successful candidate will need to meet the application requirements in line with relevant firearms and health and safety legislation, including police background checks and medical assessments.





## Knowledge / Experience

Requirement	Essential	Desirable
Degree in a relevant field (e.g., finance, business)	✓	MBA
Proven track record of managing medium to large organisations	✓	Experience running a not-for-profit or charity
Substantial experience developing organisational strategy, driving growth, and managing change	✓	
Experience working collaboratively with Boards	✓	
Risk identification and management	✓	
People management, especially senior management teams	✓	
Engagement and relationship management with key stakeholders	✓	

## Key Skills

Skill	Essential	Desirable
Strong leadership: Ability, to inspire, motivate and delegate to staff	✓	
Advocacy, engagement, and communication: Effective public and private representation of the NRA and its aims	✓	
Excellent interpersonal skills: Able to engage with members, staff, senior government officials, military, and police	✓	
High business acumen: Ability to generate new revenue streams and identify effective cost management strategies that do not materially weaken the efficacy of the organisation	✓	
Quick learner: Ability to rapidly understand NRA and NSC issues and challenges	✓	
Resilience: Capable of making difficult decisions under pressure	✓	
Strategic thinker: Able to see the big picture and long-term vision	✓	
Attention to detail and strong organisational skills	✓	

The role demands flexibility, including on occasion, weekend work, to meet the expectations of stakeholders and volunteers.

# Terms of Appointment

Location: Bisley, near Woking Surrey - Office based.

Hours: Full-time and will include some evening and weekend working.

Salary: £110,000 - £125,000 dependent on experience

Contract: Permanent

Excellent benefits package including:

20 days per year + bank holidays + 3 days leave between Christmas and New Year.

5% employer pension contribution, colleague discounts on food, accommodation and shooting.



# HOW TO

# APPLY

Candidates should apply for this role through our LinkedIn NRA profile at [NRA](#). Click on the 'apply' button and follow the instructions to upload a CV and your Personal Statement of 500 -750 words describing how you can contribute to the success of the NRA and NSC.

As part of your application you will be requested to complete an online equal opportunities monitoring\* form. Please note that references and open-source due diligence checks (including into social media accounts) may be undertaken for all short-listed candidates.

The closing date for applications is noon on **Friday 10th January 2025**.

We welcome applicants from all backgrounds and communities, in particular those that are currently under-represented within our staff.

The NRA strive to create a workplace where everyone feels valued, can be themselves and knows they can reach their full potential. We're committed to building a strong, diverse workforce and making the NRA an inclusive place to work. If you have specific requirements or adjustments, please let us know if there is anything we can do to support your application.

\* The equal opportunities monitoring form will not be shared with anyone involved in assessing your application.

The successful candidate will need to meet the application requirements in line with relevant firearms and health and safety legislation, including police background checks and medical assessments.

GDPR personal data notice According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your personal statement, if you wish to do so), remembering also not to include contact details for referees without their prior agreement.



TOWN RANGE AND BUTTS  
N CLUB  
ALLERIES  
DOCTING



# **NATIONAL RIFLE ASSOCIATION**

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Charity No. 219858

**[www.nra.org.uk](http://www.nra.org.uk)**

No agencies please.