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EILIDH GIBSON

I am a caring and enthusiastic individual that works hard to deliver my best in all that I do. My passion for tackling inequality and advocating for others is a driving force that continues to shape my life.

PROFESSIONAL EXPERIENCE

Performance Canoe Slalom Athlete | British Canoeing

2014 - present

- Work within a multi-disciplinary performance team analysing and prioritising strategies for my development
- Plan and commit to significant physical, technical and mental preparation in order to perform at my best in high-pressure situations such as the World Championships
- Consistently shown resilience and determination over the past three years as I have worked to overcome an injury and two operations
- I have a track record of a hard-working nature and an enthusiastic, positive attitude

Founder | Slalom Inspires

August 2018 - present

- Founded and developed a UK-Sport award-winning national organisation aimed at inspiring and empowering women and girls through the sport of canoe slalom
- Delivered 5 events and created opportunities and initiatives for girls across our community by developing a framework of volunteers across the UK and collaborating with Governing Bodies, venues and media outlets
- Created a national coaching initiative, Project FLOW, in which 22 aspiring female coaches are paired with mentors who support their personal development. Furthermore, we are delivering a coach development programme, creating opportunities for accessing coach qualifications and nurturing a sense of community
- Expanded to deliver an International Virtual Event with Australia and New Zealand. Currently working with individuals internationally to introduce the model elsewhere, reaching to inspire more girls

Managing Director | Northborn Ltd. (UK Vajda dealership)

June 2019 - present

- Work in a team with the other directors to create and deliver our strategic business plan
- Lead the day-to-day running of the company such as managing customer orders, organising international imports of equipment and managing the accounts using Excel and the accountancy software Xero
- Actively seek out opportunities to grow the business by approaching equipment companies to secure partnerships

OTHER VOLUNTEERING

Group Member | 2023 World Championships Social Impact Strategy Team

June 2021 - present

Working with British Canoeing and other individuals to create a social impact strategy for the 2023 World Championships; ensuring the event positively affects lives.

Team Member | International Working Group for Women in Sport

June 2020 - present

Working with team members in the "Active Lives" team to develop strategies for the International conference which aims to create a global community of action.

Panel Member | Scottish Canoe Association Female Equality Group

May 2020 - present

Working with a group of individuals and the governing body to design strategies to increase the accessibility of canoeing to women and girls in Scotland.

EDUCATION

The University of Edinburgh | BSc Hons Biomedical Sciences (Physiology)

2014 - 2018

- Classification - 2:1

Shaw Academy | Graphic Design Diploma

- Distinction

March 2020 - March 2021

ACHIEVEMENTS

- Shortlisted for the Being Edinburgh Award for making a positive difference to others' lives, 2021
- UK Sport Social Impact Award 2019 for Slalom Inspires
- 4th at Senior World Championships 2017
- Senior World, European & U23 World Champions 2017 - team event
- World Cup Silver Medallist 2014

RELEVANT SKILLS AND EXPERIENCE

- Excellent communication and interpersonal skills are essential in my role as founder and driver of Slalom Inspires. This enables me to build positive relationships with athletes, volunteers and external partners such as governing bodies.
- I have experience in being an advocate for athletes and members of the canoeing community through my role in Slalom Inspires, as an athlete personally and sitting on multiple equality panels.
- I am a committed team player, with extensive experience and I pride myself on my ability to work cohesively with other team members. For instance, I work within a diverse group of volunteers in the 'Social Change' team of the International Working Group on Women in Sport to create content for their conference in 2022.
- I have a track record of excellent project management skills through running Slalom Inspires and Northborn. Confidence in scheduling and accuracy is key when organising Slalom Inspires events to ensure they are run at a high standard. I believe that my attention to detail has led to the success of my projects; understanding that it is often the small things that make people feel valued, that make the most difference.
- Project FLOW (Slalom Inspires coaching initiative) requires adept logistical and organisational skills to enable me to coordinate the 44 individuals and various organisations.
- Efficiency, adaptability and working well under pressure are essential traits that I demonstrate while balancing my multiple roles. Each position has its unique challenges so adapting successfully between my roles and managing my time has been important to produce work efficiently and in line with the deadlines of each strategic development plan.