

*Film*  
CYMRU WALES

**CHIEF EXECUTIVE OFFICER**  
**JOB PACK**



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# WELCOME

Thank you for your interest in this exciting senior leadership position.

Ffilm Cymru Wales requires an imaginative Chief Executive who is value-driven and experienced in managing change. We are looking for someone with strong leadership credentials who has the courage to look at sectoral challenges with fresh eyes.

The new Chief Executive will bring energy and vision to lead Ffilm Cymru Wales to the next stage of its evolution. This is a challenging but truly rewarding senior leadership position.

Ffilm Cymru is an innovative company that is driven by the ambition to grow an inclusive film sector for all. Staff in the company care passionately about film and are committed to making a difference to film in and for Wales.



Established in 2006, Ffilm Cymru Wales is the development agency for Welsh film. It is a Community Interest Company. Since 2006, the film production sector in Wales has grown very considerably. We are proud of the role we have played in nurturing Welsh filmmaking talent, and advocating for the film sector within and beyond Wales.

We want people across Wales to have access to great films that cater for all tastes, backgrounds and interests; to offer films that challenge, entertain, excite and bring joy. And which enrich our cultural life by helping us make sense of the world.

The COVID19 pandemic had a profound impact on film production in Wales. The impact was also felt acutely across the festivals and venues we support in exhibition as well as opportunities and needs for skilled labour.

The return to busy film production over the past two years has been truly welcome in Wales as elsewhere. However, it has brought with it new challenges, including disruption to existing models of film funding and competition for skilled workforce in a limited labour market. Exhibition remains deeply impacted by changed patterns of audience behaviour.



If you are appointed as Chief Executive, you will need to work collaboratively with a wide range of stakeholders to address these challenges and identify creative solutions.

You will be joining Ffilm Cymru Wales at a time of rapid company growth. The company has grown from being a very small team to a medium-sized company in a short period of time, which brings with it management challenges and genuine new opportunities to support the film ecosystem in and for Wales.

Good with people and strategy, you will be imaginative, ambitious, and collaborative in your outlook. You will be committed to supporting a film sector that is for everyone, whether as audience members, filmmakers, or exhibitors.

Our current Strategic Plan 2018 -2024, [can be read here](#). A draft 2024-2030 Strategic Plan is currently with Arts Council Wales as part of their Investment Review. Our new Chief Executive will lead on the delivery of these ambitious plans.

Our work maps closely to the Programme for Welsh Government, particularly the Wellbeing of Future Generations (Wales) Act 2015, due to the creative, economic, and cultural mix of our sector. We are proud of our work in skills and training and are committed to the values of fair work.

We are a delegate of Arts Council Wales and receive National Lottery funding from the British Film Institute to run BFI NETWORK Wales. Recently we became delegates of Welsh Government's Creative Wales funding providing new opportunities to work in partnership for an ever-stronger film industry in Wales.

Ffilm Cymru Wales is innovative in its collaborations and funding models. For example, we have recently raised funds via Media Cymru (Strength in Places UKRI) to support a greener screen industry and to build upon our Foot in the Door programme of work, breaking down socio-economic barriers to a career in screen.

Our values mean we look toward long-term impact and benefit. We actively seek opportunities to work with partners drawn from across Welsh society and the international film industry who share our commitment to an inclusive and sustainable film sector for all.

We look forward to receiving your application, which you are welcome to submit in either English or Welsh.



**Ruth McElroy**  
**Chair, Ffilm Cymru Wales**



# HOW TO APPLY

Unless we've agreed an alternate application format with you, you should email a CV and cover letter to Hayley Lau on [hayley@ffilmcymruwales.com](mailto:hayley@ffilmcymruwales.com) outlining your experience and skills against those outlined in the below person specification.

**Please submit your application by  
16:00 on Wednesday 16<sup>th</sup> August 2023.**

Ffilm Cymru Wales is not a licensed sponsor for VISAs and as such you must already have the Right to Work in the UK to apply for this role.



# ACCESS SUPPORT

We believe in a sector that works for everyone and we are passionate about broadening access to the screen sector.

We will offer a guaranteed interview to all candidates who meet our minimum criteria for the role and who identify as people of the Global Majority, Black, Asian or Minority Ethnic, D/deaf, hard-of-hearing, Disabled or neurodiverse.

For applicants with access requirements, for example individuals who are D/deaf, hard-of-hearing, Disabled, neurodiverse, and people with sight loss, support is available to complete an application. Please contact us to let us know how we can help. For example, we can cover the costs of a BSL interpreter for a meeting with us prior to making an application, scribing support for dyslexic applicants, or agree alternative formats for applying such as video applications or slide decks. We'll be guided by you.



Please contact Hayley Lau on [hayley@ffilmcymruwales.com](mailto:hayley@ffilmcymruwales.com) to discuss your requirements in advance of making an application.



## AFTER YOU APPLY

You'll receive confirmation that your application has been received within one week of submitting and will be provided with a link to a diversity monitoring form, which helps us in our commitment to diversity and inclusion. All questions have a prefer not to say option. For information on how Ffilm Cymru Wales processes applicant data, please refer to our [Privacy Policy](#).

You will hear whether you have been shortlisted to first-stage interview within two weeks of the application deadline.

Recruitment adjustments can be made at any part of the recruitment process for candidates. Please get in touch with [hayley@ffilmcymruwales.com](mailto:hayley@ffilmcymruwales.com) to discuss.



# JOB DESCRIPTION

- Title:** Chief Executive Officer.  
This is a full-time, permanent role.
- Reports to:** Board of Directors.
- Location:** Cardiff is the primary office base with occasional travel in the UK and internationally.
- Application Deadline:** 16:00, Wednesday 16<sup>th</sup> August 2023.
- Interview date:** Monday 11<sup>th</sup> September 2023.
- Salary:** £75,600 - £84,000 per annum, plus pension. We operate a 5-point salary system and will normally appoint at point 1 of the grade except in exceptional circumstance.
- Annual leave:** We offer 28 days annual leave in addition to Public Holidays.



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# PRINCIPAL RESPONSIBILITIES

- Provide and convene through our Board, Executive team and partners, a breadth of film and related sector expertise to consistently identify needs and opportunities for sustainable sector growth that delivers benefit to Wales.
- Foster strong and productive relationships with key stakeholders
- Establish, develop and iteratively review and refresh the company's strategic and business goals and its plan to achieve them.
- Oversee an expert and capable senior executive team and support them to lead their teams to deliver activity that furthers the strategic aims of the company.
- Set the tone for an inclusive company culture that inspires and supports the executive team to deliver against the company's strategic aims.
- Oversee the ongoing financial stability and growth of the company including liaising with primary financiers of our work and identifying and furthering new funding opportunities that support our strategic and operational position.
- Be a leading advocate for the sector, effectively communicating with a broad range of influencers so that the value, benefit and needs of the sector are understood and the conditions for positive change are advanced.



# FURTHER RESPONSIBILITIES OF THE JOB

- Strategic leadership and management.
- Developing, implementing, reviewing, and revising strategic and operational plans that produce successful outcomes.
- Obtaining and overseeing the management of funding from a range of sources, including grants and contracts.
- Managing and being accountable for significant budgets, financial reporting and funding decisions.
- Managing risk effectively and proportionally and ensuring compliance with relevant legislation, regulations, auditing and corporate governance best practice.
- Acting as a 'Delegated Authority' or otherwise named representative.
- Working with a Management team to identify, plan and implement new projects and commercial opportunities.
- Creating an environment that encourages great performance, positive morale, and wellbeing.
- Building alliances, partnerships and effective working relationships with external organisations, stakeholders and influencers to achieve outcomes.
- Working effectively with Board of Directors to ensure organisational success.



# SKILLS, ABILITIES & PERSONAL ATTRIBUTES

This role requires the following.

## **Essential Criteria:**

- Committed to supporting a bilingual film sector.
- Having an understanding of publicly funded organisations and their regulatory obligations.
- Excellent written and verbal communication skills, able to communicate appropriately with a wide range of people from a variety of backgrounds in a range of formats and at all levels.
- Confident and persuasive public speaker.
- Ability to manage a varied and demanding workload.
- Ability to motivate staff and manage change effectively.
- Open, transparent, approachable and visible.
- Networking and influencing skills, able to develop and maintain relationships at a senior level.
- Self-motivated, self-managing and resilient.
- Demonstrates good emotional intelligence.
- Competent in a range of modern I.T. packages.

## **Desirable Criteria:**

- An ability to communicate through the medium of Welsh.
- Experience and understanding of publicly funded organisations and related regulatory obligations.
- An understanding of, and expertise in the film sector or related creative industries.
- Experience of advocating for the film or related creative industry including at government level.

Ffilm Cymru Wales  
Unit 6, Tramshed Tech  
Pendyris Street  
Cardiff  
CF11 6BH

@FfilmCymruWales  
[www.ffilmcymruwales.com](http://www.ffilmcymruwales.com)



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