

Position

Board Chair – Media Trust

Information

Media Trust was founded in 1994 by Caroline Diehl MBE to draw on the communication skills and expertise of the media and creative industry to give charities a stronger voice.

2019 is our 25th Anniversary. Caroline was CEO until March 2017.

Since September 2017, Su-Mei Thompson as CEO has driven a new vision and relevance for Media Trust in recognition of new challenges to the media and creative industries, greater understanding of the importance of a diverse workforce as well as increased pressure on the charities we serve.

The charity has three primary objectives:

- Connecting good skills with good causes
- Giving diverse young talent greater access to the sector
- Capacity building for charities particularly in digital and communications

Media Trust is organised in three divisions that are focused on the following beneficiary groups:

- Charities and under-represented community groups who are empowered to have a stronger voice via digital skills, strategic communications and media training.
- Diverse young people mostly from disadvantaged backgrounds and not in employment, education & training who receive training and mentoring to break into media through some of the charity's most iconic programmes – Creativity Works, Vlogstar Challenge, Transforming Hidden Talent and Breaking into News. Media Trust is one of two non-profits that the Mayor's Fund for London is working with to enhance social mobility and access for diverse young Londoners within the media and creative sectors
- Volunteering initiatives – Media Trust connects media/creative industry volunteers with charities looking for pro bono comms support through expertly curated large scale charity challenge days as well as 1:1 volunteer:charity matching

Further information on Media Trust can be found at www.mediatrust.org

The Opportunity

Richard Eyre CBE, the Chair of Media Trust since early 2014, has announced that he will step down in the coming months. A new Chair is sought to lead the Board of Trustees and advise the management team, led by CEO, Su-Mei Thompson.

The charity has a strong and recently refreshed board of trustees, and a robust and growing reputation among its core constituencies. It has an effective, self-starting executive leadership.

This is an opportunity for an experienced and well-connected leader to use their expertise and contacts for good.

The most important challenge is to build long-term financial sustainability especially from a more diverse sources of funding. While the charity operates within its means, it continues to rely on media companies and creative agencies for much of its funding. The new Chair will need to work with the CEO on new funding models and opportunities to bring fresh investment from within the media and creative sector but more critically from outside it.

The future will demand good judgements around new platforms and programmes, relevant positioning in a fragmented market-place, compelling communications to a diverse range of key stakeholders and wise financial management.

Location

The charity is located at WeWork, Buckingham Palace Road, Victoria, but meetings frequently take place in other London locations - mainly at the offices of our trustees and key corporate partners

Reports to

The Board of Trustees. Ultimately to the Charity Commission.

Responsibilities

The Chair of Media Trust will provide wisdom and support to the strategic leadership and operational management of the charity, and bring a passion for and understanding of MT's role in building social cohesion through enhancing diversity and inclusion in the creative sector; and helping charities and communities tell their stories to greater effect.

Specific responsibilities:

- Chair quarterly meetings of the Board of Trustees and attend quarterly meetings of the Finance & Audit Committee, ensuring strong governance of the charity in accordance with the Charity Commission requirements
- Create long term stakeholder value and social impact by guiding and supporting the delivery of the charity's strategic agenda

- Establish long term financial stability, expanding the breath of the charity's funding sources beyond the creative and media industries while working with the team to develop and maintain a strong group of active media/creative industry partners
- Guide, motivate and encourage the executive team
- Propose strategic initiatives to the board, including new initiatives and partnerships
- Ensure the establishment of strategies that enhance affinity among all stakeholders, including grant-makers, to ensure long-term support
- Champion and support the executive team's effective co-ordination and communications
- Communicate confidently with stakeholders at all levels inside and outside the organisation and celebrating the public profile of the charity, its activity and talent
- Support the continued building of a culture and work ethic that defines best practice and attracts the best people

Ideal Candidate Profile

The Chair must be able to help move the charity forward in a changing and fragmented market. The best candidates will recognise the potential for the media and creative industries to use their skills for social good.

Equally, to recognise the commercial and social imperative for creative and media workforces to be drawn from broad sources, including people whose social, racial or other roots make access to the industry more challenging.

Critically, he/she will be able to help the charity source new funding for greater financial stability allowing MT to create a business model to sustain its long-term impact.

He/she will have a track record of leadership success and ideally some experience of charity work.

The ideal candidate will also possess most of these specific skills:

- Strong leadership, effective in driving change and motivating outstanding creative and commercial teams
- Proven business and commercial acumen, particularly able to demonstrate skills in converting development opportunities into revenue streams
- Clear strategic thinking and a preparedness to support the successful implementation of the charity's strategic plan

- Effective networker with a broad range of contacts and connections
 - Experience of working in a regulated environment
 - Personality and EQ to communicate well with diverse audiences from a roomful of media professionals to an individual charity or young person taking part in a MT programme
 - Ability to initiate change, innovation and new creative thinking
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Compensation

As with all the other Trustees, this is an unpaid role, except in terms of the joy of leveraging professional experience and contacts to back the very good work of the charity.

Expressions of interest

All enquiries and expressions of interest to Jonathan.lee@blackwoodgroup.com / +44 (0)20 7220 1804 before our application deadline of 21 June 2019 .