

<b>British Academy of Film and Television Arts</b>	
<b>JOB DESCRIPTION</b>	
<b>Name</b>	
<b>Job title</b>	<b>DIRECTOR, BAFTA IN WALES</b>
<b>Reports to</b>	<b>CHIEF OPERATING OFFICER</b>
<b>Date</b>	<b>SEPTEMBER 2012</b>

### **Purpose of the role**

The Director of BAFTA in Wales will lead and implement BAFTA's next phase strategy to expand its activities, relevance and impact in Wales whilst pursuing its primary charitable purpose of promoting and celebrating excellence in the arts forms of film, television and games.

The Director will oversee the delivery of an annual events programme, aimed at educating the public as well as the industry, culminating with the Welsh film, television and games industries' main Awards ceremony, the British Academy Cymru Awards.

The Director of BAFTA in Wales will be BAFTA's ambassador for excellence and a proactive promoter of BAFTA's role in inspiring practitioners and benefitting the public.

The Director will work with the elected officers of BAFTA in Wales, service an elected committee and report to the Chief Operating Officer of BAFTA.

The Director will be required to be involved in fundraising, be able to manage important relationships with sponsors and cultivate strong relationships with government and the creative industries in Wales.

The Director will work closely with the COO and Chief Executive of BAFTA UK and its committees to develop a common strategy for BAFTA across the UK.

### **Key responsibilities**

1. To lead the development and implementation of BAFTA's strategy for Wales and to work with BAFTA nationally to deliver a programme of events which fulfill the aims and objectives of the charity;
2. To manage the BAFTA brand in Wales by:
  - a. Managing and developing the existing BAFTA in Wales events programme;
  - b. Looking to develop other events either as Wales-only events or in conjunction with BAFTA's national programme;
  - c. Working with and servicing the existing BAFTA in Wales Committee which meets regularly in Cardiff to determine policy;
  - d. Working with the COO and Chief Executive of BAFTA to ensure a common strategy for the charity across the UK;
  - e. Contributing to the development of the organisation and its ambitions;
  - f. Leading the recruitment drive and maintaining the relationship with BAFTA's members in Wales;
  - g. Actively seeking sponsorship and other funding for BAFTA in Wales and managing supporter relationships;

- h. Leading an effective communications strategy for the organisation in Wales. This includes responsibility for all corporate communications, events and activities and will involve consultation with BAFTA's elected officers for Wales and the UK;
- i. Proactively developing partnerships and relationships with key stakeholders including Film Agency Wales, Welsh and UK Broadcasters, the cinema exhibitors and other key Welsh bodies like the Welsh Government, (Welsh Enterprise), Visit Wales (tourism), (key festivals), PACT, Skillset, local enterprise companies, local film offices, unions, guilds, local authorities and other economic, cultural, and business development agencies and bodies;
- j. Taking responsibility for the finances, the setting and management of the annual budget and bank accounts of the branch in conjunction with the elected treasurer of BAFTA in Wales and BAFTA Finance team;
- k. Managing the staff of BAFTA in Wales and any staff hired for specific events;
- l. Ensuring that there is effective communications throughout all BAFTA channels.
- m. In conjunction with BAFTA's Communications team, running and maintaining the BAFTA in Wales website;

### Specific responsibilities

1. Strategy
  - a. Lead the devising and implementation of BAFTA Wales's strategies and activities with the BAFTA in Wales Committee;
  - b. Lead the devising and implementation of BAFTA Wales's communication strategies and activities;
  - c. Determine the meeting schedule of the BAFTA in Wales Committee a year in advance and service and report to that committee;
  - d. Ensure that all screenings and all other events are organised and communicated to members and other interested parties;
  - e. Ensure the timely preparation of reports and other information for BAFTA in Wales Committee meetings and report to BAFTA's office in London on BAFTA in Wales's activities;
  - f. Co-ordinate with BAFTA's Learning and Events team on events and other activities which can be shared and promoted in Wales;
  - g. Where required attend BAFTA meetings;
  - h. Manage the flow of information emanating from the organisation, including overall management of the BAFTA in Wales website.
2. Partnerships
  - a. Proactively develop partnerships and relationships with key stakeholders including Film Agency Wales, Welsh and UK Broadcasters, the cinema exhibitors and other key Welsh bodies like the Welsh Government, (Welsh Enterprise), Visit Wales (tourism), (key festivals), PACT, Skillset, local enterprise companies, local film offices, unions, guilds, local authorities and other economic, cultural, and business development agencies and bodies;
  - b. Actively seek sponsorship and supporter funding for BAFTA in Wales and manage supporter relationships.
3. Communications
  - a. Identify key profile-raising opportunities and mechanisms to demonstrate the impact of BAFTA in Wales's work;
  - b. Ensure all print and other promotional materials are designed, produced and disseminated as appropriate;
  - c. Ensure all BAFTA in Wales events are managed effectively to promote the work of BAFTA in Wales as part of the organisation's communications strategy.

### **Required candidate skills**

1. the drive and determination to raise BAFTA's profile in Wales and its involvement in the industry
2. a deep understanding and substantial experience of the creative industries
3. the diplomatic and interpersonal skills to renew partnerships and the contacts necessary to create new ones
4. the ability to work collaboratively with colleagues, committee members and talent at both the UK and Wales levels
5. the ability to think strategically and to challenge assumptions
6. experience of change management at a senior level
7. the energy and passion to initiate and lead projects and to set clear objectives and outcomes
8. the personal and business skills required to lead staff and manage budgets within an organisation that has charitable status
9. the ability to create a team ethos and a culture of continuous improvement

### **Other Demonstrable Skills, Knowledge and Experience**

1. Experience of managing an organisation which has charitable status and which is responsible to a combination of an elected committee and a London management structure;
2. Experience of organising large scale events and event co-ordination;
3. Experience of fundraising and sponsor management;
4. Experience of managing communications function within a medium sized company, including marketing, public relations, publicity, event management and network development and working across the organisation in identifying communications needs;
5. Line management experience;
6. Project management experience;
7. Development experience within the media and/or the creative industries;
8. Knowledge of convergent digital media, including film, television and new media;
9. Wide industry contacts and knowledge;
10. Network development;
11. Demonstrable partnership building across public and private sectors;
12. Financial and budgetary management;
13. Experience of initiating and leading innovative projects, and monitoring and evaluating outcomes and acting on them appropriately;
14. IT literacy;
15. Experience of utilising marketing and promotional tools and tactics to achieve the appropriate communications' impact;
16. Experience of overseeing the production of relevant print materials;