

RURAL MEDIA

TRUSTEE RECRUITMENT PACK

MARCH 2024



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"It has long been a driving force of mine to ensure that the Film and TV Industry reflects the breadth and depth of creative talent available from all backgrounds. Thanks to the work of charities like Rural Media who focus on levelling the media playing field for people from underrepresented groups more opportunities are finally becoming available - long may this continue."

CHRISTOPHER ECCLESTON



WELCOME TO RURAL MEDIA

Rural Media is at a hugely exciting stage of development and over the coming three months we are seeking to expand and strengthen our voluntary Board Management by at least three new trustees, and I am writing to you to enquire if you might consider becoming a Rural Media Charity trustee.

Rural Media community and participatory media work continues to expand now engaging over 1,000 young people 16-24yrs across Herefordshire, Worcestershire, and Shropshire. Rural service providers and policy makers are now able to access podcasts, films, exhibitions, and live events to hear and act upon the views and experiences of young people growing up in the countryside.

Meanwhile our sister company, Rural Studios, is growing rapidly with commissions from BBC Four and BBC One, along with producing scripted drama and media resources for voluntary and public sector service providers on issues ranging from experience of Ukrainian refugees in Herefordshire, to violence against women and girls in rural areas across the country.

And, thanks to support from the Government's Stronger Towns Fund in November 2023 we acquired Packers House in the centre of Hereford leading to the establishment of an innovative creative media centre to support communities, young talent, and creative businesses in the rural West Midlands.

If you are interested in joining us on this next leg of our journey please see below for more information about the roles and responsibilities of being a Rural Media Trustee, together with how to apply.

Thank you for your time, and I look forward to hearing from you."

**DAVID HOLDSWORTH, CHAIR,
RURAL MEDIA CHARITY
BOARD OF TRUSTEES**

ABOUT OUR ORGANISATION

Rural Media is an award-winning media and digital arts charity and a wholly owned production company, producing digital content for local, regional, and national audiences. Founded in 1992 by its current CEO, Nic Millington, Rural Media is held in high regard for telling powerful stories from rural and unheard voices, nurturing creative talent, and advocating for the social, health, and economic role of creativity and culture across all aspects of life in the countryside. Rural Media works with over 2,000 people and businesses each year and in 2023-24 its creative work reached over 1 million people.

As an Arts Council England funded National Portfolio Organisation (NPO), Rural Media works closely with a wide range of partners including British Film Institute, National Lottery Community Fund, National Lottery Heritage Fund, Herefordshire Council, colleges and universities, broadcasters, local authorities, trusts, foundations, and charities.



With offices and studios based in the centre of Hereford, the charity employs an in-house team of 15 comprising producers, journalists, editors, marketing and development staff and employs more than 60 freelance arts and media professionals per year.

ABOUT OUR ORGANISATION

RURAL MEDIA CHARITY - CREATE, EDUCATE AND CHANGE

Rural Media www.ruralmedia.co.uk (RM) has a reputation, locally and nationally, for telling powerful stories from unheard voices and nurturing creative talent. We develop and deliver creative media projects with some of the most isolated and disadvantaged groups in the country, including people with disabilities, rurally isolated residents, homeless young people, Gypsies, Roma, and Travellers, and those experiencing domestic or relationship abuse. Our work invests skills, opportunities for creative self-expression, and aims to raise awareness, influence change, and celebrate rural life.

Rural Studios www.ruralstudios.co.uk (RS) is the commercial arm of Rural Media. From music videos to TikTok style shorts, from broadcast television to commissioned training and education resources, our clients and partners include BBC, Channel 4, Welsh Assembly, Hay Festival, Police & Crime Commissioners, local and central government departments. Our talented team operate out of the only dedicated professional TV production facility in Herefordshire. RS's income is invested back into Rural Media Charity to ensure disadvantaged rural communities continue to have access to creative media skills and technology to communicate, learn and improve their quality of life.

The Digital Culture Hub (DCH), based in the centre of Hereford, was purchased, and founded in 2023 by Rural Media as a beacon of innovation and enterprise where creativity meets technology. The DCH comprises broadcast-standard film & video, radio, studios and equipment, together with access to experienced industry professionals and their networks. The DCH's skills training, events, and workshops will address local and national priorities by drawing on Rural Media's expertise in generating investment and capacity for nurturing young talent and creative entrepreneurs.



VISION, MISSION & VALUES

VISION

A society where everyone has access to film, digital arts and media to communicate, create and learn.

MISSION

To empower people in rural communities, particularly those most disadvantaged and underserved, to develop understanding, self-confidence and skills to enable self-expression through participation in digital arts and media activities.

VALUES

Our core, charitable values extend across all parts of the organisation:

- **Creative Excellence**

We value innovation, ambition and excellence in all that we do. We believe film and digital arts bring uniquely memorable experiences, stimulating life choices, and a sense of pride

- **Partnership & Collaboration**

New and sustainable partnerships with organisations large and small, including public, voluntary and private sectors, are at the heart of our practice

- **Diversity, Equality & Inclusion**

We strive for all voices to be heard with equal force, supporting social justice and empowering all those experiencing prejudice and discrimination

- **Authenticity**

Our work doesn't shy away from sensitive or controversial issues, and we strive to represent communities fairly and accurately

- **Environment & Future Responsibility**

All our work is rigorously assessed against the highest environmental standards to make sure we are reducing our carbon footprint and modelling responsible delivery.

OUR RECENT SUCCESSES

RURAL MEDIA IS HIGHLY REGARDED FOR ITS WORK AT A LOCAL, REGIONAL AND NATIONAL LEVEL.

RECENT SUCCESSES HAVE INCLUDED:

- Acquisition of Packers House (700m2) to create an innovative creative media centre for Herefordshire and the West Midlands serving young people, creative entrepreneurs, and local communities
- Expansion of our 'youth voice' programme, [POV](#) across Herefordshire, Shropshire, and Worcestershire engaging over 1,000 young people 16-24yrs
- Accredited training (Level2) for diverse young people 16-19yrs in partnership with British Film Institute
- A Song for [WMWA](#) produced with West Mercia Women's Aid won silver in the Smiley Charity Film Awards 2024
- Rural Media played a leading role in shaping and promoting Herefordshire's UK Shared Prosperity Fund investment resulting in a significant boost for the County's cultural, social, and economic development 2023-25
- Produced high impact scripted drama films addressing violence against girls and women: 'Just a Kiss', and 'Have a Safe Night Out' which received over 640k views and 50k likes on TikTok within two weeks of release
- RM's film & TV sister company commissioned by BBC Four to produce a third series of performance readings, [The Read](#) and for BBC Two Shakespeare Sonnets, [A Modern Love Story](#)
- The National Lottery Community Fund has invested £1.2m for RM to train and build a new Gypsy and Traveller organisation to take over and run Travellers Times magazine and national web platform in 2025.



OUR BOARD OF TRUSTEES

We currently have five Trustees on our board who bring a wide range of strategic leadership and management expertise – go to our [website](#) to read more about them. We are committed to the diversity and youth of the region and, as we seek to strengthen our Board, we are particularly interested in receiving applications from people with protected characteristics.

Trustees are responsible for ensuring the strong and effective governance of Rural Media, its financial sustainability, and compliance with all relevant legislation. As a Trustee, you will be involved in strategic planning and help shape Rural Media's longer-term development, powerfully advocating and championing the charity.



Trustees meet formally four times a year, including attendance at an AGM and an annual Staff and Board Development day. Board meetings usually take place at Rural Media's office in Hereford although we are likely to continue to meet remotely on some occasions. Board members are encouraged to commit time outside of formal Board meetings, supporting for example Professional Development Reviews (PDRs), strategic development initiatives, working in sub-groups etc.

Trustees are encouraged to attend screenings, premieres, and other social and networking events. We also encourage trustees to offer additional time to advocate proactively for the work of Rural Media with key and potential stakeholders and investors, to meet staff members, to learn about and support specific areas of work relating to their experience.

The geographic base of a new trustee will not be a limitation as long as they can commit to some face-to-face engagement.

OUR BOARD OF TRUSTEES

The Role of the Board of Trustees

The Board of Trustees is responsible for the good governance of the charity, ensuring that Rural Media Charity makes the most effective use of its resources and sets a strategic direction which meets its charitable aims. Whilst the day-to-day management of the charity rests with the Chief Executive Officer, as a trustee you are legally responsible for the charity's money and property, and act as a director of a company limited by guarantee, whose activities are governed by both Charity and Company legislation.

The Duties of a Trustee are to:

- Ensure that the Charity pursues its stated objects (purposes) for the public as defined in its governing document
- Ensure that the Charity complies with its governing document (i.e. its memorandum and articles of association), charity law, and relevant legislation or articles
 - Ensure that the Charity makes efficient and responsible use of resources, that all monies are applied to its objects, agreed plans and budgets
 - Ensure that risks to the Charity, staff, freelancers, volunteers and participants in projects and events are at an acceptable level and are efficiently managed
- Provide strategic direction with your co-trustees, making balanced and adequately informed decisions, thinking about the long term as well as the short term
 - Safeguard the Charity with appropriate procedures
- Act exclusively in the best interests of the Charity and not in their own interests
 - Ensure the financial stability of the organisation

In addition to the above statutory duties, each trustee should use any specific skills, knowledge or experience to help the Board of Trustees reach sound decisions.



WHO WE ARE LOOKING FOR

We are looking for trustees with an interest and passion for creativity and the arts; and wider sector interest that could include social & economic policy, health & education, community development, skills and business development, environmental sustainability.

Rural Media strives for diversity and inclusion across all aspects of its work including staff, participants, audiences, volunteers, and want to reflect this diversity on its Board too.

You will be joining Rural Media as we move into our next phase of strategic development and growth, as we seek to make a positive impact on culture, arts, creative industries, education, and rural development through innovative and creative use of media and digital technologies. We seek to nurture creativity and diversity of thinking through recruiting trustees with a mix of skills, networks, experiences, and voices.

Skills, Knowledge and Experience

We are particularly interested in recruiting trustees who have appropriate skills, knowledge, and experience in:

- Financial Management either within the charity and / or business sector
- Strategic Planning within a charity and / or business context
- Experience of leading an independent broadcast organisation with experience of programming and securing commissions and funding.

Other skills and knowledge areas that we are keen to include within our Board are:

- **Communications, Brand, Advocacy:** experience and knowledge of corporate communications, brand optimisation, campaign design, and significant networks through which to raise the profile and reputation of Rural Media
- **Media Development and Production:** We are seeking Board-level skills in support of development of Rural Media's creative digital projects, training programmes, and productions, including community media, broadcast film, TV and radio, indie / corporate production, journalism and publishing
- **Business & Organisational Development:** As an established arts & media charity with a successful film & TV trading arm, and a recently acquired building in which to establish a digital cultural hub, entrepreneurship, business skills & partnerships, property management
- **Education, Skills, Community Development:** are at the heart of Rural Media's mission and cultural practice. We are seeking Board-level skills and experience of creative participatory practice, formal and / or informal education sectors, F/HEI partnership working, service delivery and policy awareness
- **Fundraising:** including from trusts and foundations, local, regional and national government, endowments, private sector including commercial sponsorship.

HOW TO APPLY

If you are interested in applying, but would like to know more about the organisation, you can arrange a pre-application conversation with Rural Media's CEO, and / or about Rural Media's Board you can arrange to speak with its Chair. Please contact [Melanie Page](mailto:Melanie.P@ruralmedia.co.uk) on 01432 344039 to arrange.

To apply please send an up-to-date CV and an expression of interest, addressing your suitability with reference to the areas of expertise outlined on page 9. Please be sure to have read the full role description included on page 11.

Alternatively, those interested in applying can submit a short (max 3 minutes) video or audio statement.

Applicants requiring any assistance to complete their application should also contact [Melanie Page](mailto:Melanie.P@ruralmedia.co.uk). If there is anything about this recruitment process or the way that we have promoted the opportunity that has created any barriers to you applying please let us know.

We particularly welcome applications from people with any [protected characteristics](#)

CLOSING DATE

The closing date for applications is midnight on **Sunday 2 June 2024**.

We will be holding an open afternoon session at Packers House on **Thursday 9 May** from 3pm - 5pm, where you can come along informally and meet with our current Trustees to ask questions and get a feel for the role.

Please email MelanieP@ruralmedia.co.uk to confirm your attendance.

Interviews will take place **w/c 10 or 17 June**. We will cover expenses incurred linked to the interview. We hope to conduct interviews in person in Hereford although if restrictions demand, interviews will take place via Zoom.

REMUNERATION

Membership of the Board of Trustees is voluntary although travel expenses for board meetings are reimbursed and does not constitute employment. In the event of the charity being dissolved, serving Trustees would each be financially liable for the sum of £1.

PRIVACY NOTICE

Rural Media will collect and maintain some personal information about you throughout the recruitment and selection process. The charity is committed to being transparent about how it collects and uses that data and to meeting its data protection obligations.

ROLE DESCRIPTION

SUMMARY

The role of a Trustee is to ensure that the organisation keeps within its charitable objectives

MAIN TASKS

- To take part in formulating and regularly reviewing the strategic aims of the organisation
- With other Trustees, to ensure that the policy and practices of the organisation are in keeping with its aims
- With other Trustees, to ensure that the organisation functions within the legal and financial requirements of a charitable organisation and strives to achieve best practice
- With other Trustees, to promote and advocate for the organisation.

MAIN DUTIES

1. Formulating strategic aims

- Consider the organisation as a whole and its beneficiaries, whether as a member of the Board of Trustees or any of its sub-groups
- Reflect the organisation's vision and principles, strategy and major policies at all times
- Contribute specific skills, interests and contacts and support the organisation in fundraising activities.

2. Ensuring policies and practices are in keeping with aims

- Follow the code of conduct at all times, particularly when exercising the functions of the Trustees, or any of its sub-groups
- Attend (remote and face-2-face) meetings of the Trustees
- Reflect the Trustees' policies and concerns on all its sub-groups.

3. Ensuring best practice

- Be an active member of the Board in exercising its responsibilities and function
- Maintain good relations with the Chief Executive and Senior Management Team
- Take part in training sessions provided for the benefit of the Trustees
- Where possible attend events and screenings pertaining to the work of Rural Media.

4. Promotion of the organisation

- To assist in promoting Rural Media Charity to a wider audience
- To provide advocacy for the organisation.

ROLE DESCRIPTION

TRUSTEE PERSON SPECIFICATION

All candidates must have a demonstrable commitment to Rural Media Charity.

All candidates must be able to demonstrate the following core governance and management skills:

- Ability to think strategically, creatively and for the long-term
- Knowledge of and ability to discharge the core responsibilities of being a charity Trustee
- Willingness and ability to commit the time to the Board as indicated on page 7
- Willingness and ability to serve on appropriate sub-groups and participate in trustee training and development opportunities
- Willingness and commitment to absorb information about Rural Media so as to be an effective ambassador for the organisation.

SKILLS, KNOWLEDGE AND EXPERIENCE

Desirable candidates should be able to demonstrate skills in at least one of the following three priorities:

- **Financial Management either within the charity and / or business sector**
- **Strategic Planning and Management within a charity and / or business context**
- **Media development and production – film & TV, journalism, interactive and immersive.**

Together with any of the following:

- PR, marketing & comms – campaign building and profile raising within the public, commercial and / or VCSE sectors
- Audience development, exhibition, and distribution
- Arts, heritage, and media practice with young people, diverse or underserved communities
- Fundraising and / or commissioning including from trusts & foundations, public or private sectors, including commercial sponsorship
- Policy awareness at regional and national level in one or more areas: cultural / rural / social / economic / EDI.



CURRENT BOARD OF TRUSTEES

The current Board of Trustees is an experienced and energetic team who are keen to expand the skill set and diversity of the Board as a whole as we move into the next phase of development of Rural Media. New trustees will have full induction and support from the existing trustees to enable them to fulfil their role for RM.

Details of individual Board members are available on our [website](#)



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