



Role:	Executive Director
Salary:	£40,000 per annum
Hours:	9.30am-5.30pm, five days a week – (40 hours, flexible working to include occasional evenings and weekends).
Location:	Richmond, London
Start date:	Late 2018 / early 2019

About My Life Films

My Life Films is an award-winning charity that uses filmmaking to improve the lives of people living with dementia. In 2016 it won the Charity Start-up of the Year Award and the Outstanding Dementia Care Product of the Year Award for its film package, which celebrates the life of someone living with dementia.

My Life Films is now five years old and is seeking an Executive Director to lead the charity as it develops and scales up to deliver its charitable work in regions across the U.K. We are looking for an ambitious and inspirational leader to strategically and operationally lead the organisation.

This person needs to be passionate about our work supporting people with dementia through creative filmmaking.

The successful candidate must be entrepreneurial and dynamic, capable of leading and inspiring the team, collaborative and able to drive growth and encourage innovation, and ideally experienced in financial and operational management in the charity sector.

Executive Director Job Description

This role has responsibility for drawing up and executing My Life Films' strategy with the Board, securing its income, day-to-day management of the team, reporting back to funders and the Board, and delivering and achieving its charitable aims:

Key responsibilities include:

- Ensure My Life Films meets its goals while operating within an agreed budget, and the expectations of its stakeholders, Board and funders.
- Oversee effective day-to-day management across areas including finance, fundraising, operations, film production, marketing, communications, evaluation, board reporting, HR and IT, setting KPIs for the team to meet.

- Develop and deliver a strategic plan with the Board that fulfils the ambitions of the charity. This strategy will include developing My Life Films' proposition, entering new U.K. regions and sectors, and financial sustainability.
- Secure the funding needed to operate My Life Films, and represent My Life Films to stakeholders and lead contact with grant funders, leading our income generation across trusts, foundations, local authorities, care groups, commercial productions, legacy giving and donations from the public
- Oversee all communications and marketing activity, and be the public representative of My Life Films in interviews on TV, radio, online, press, events and conferences
- Create a vibrant environment that gets the best from staff and filmmakers, recruiting new staff and restructuring the team as needed.
- Coach and mentor staff as appropriate to improve performance.
- Report to the Board of Trustees, preparing and providing agendas and regular updates on finances, developments and delivery.
- Ensure effective financial management of the charity and to identify and develop new opportunities for income generation.
- Responsible for all financial matters including the preparation and presentation to the Board of management accounts, business plans, annual budget and cashflow forecasts, grant budgets.
- Ensure compliance with all regulations, charity law, company law, employment law, tax, and DBS checks required to run the charity.
- Identify and evaluate the risks and review the Risk Register with the board.

Person Specification

- Passion for the vision, mission, aims of My Life Films and a positive attitude with a high level of self-motivation and ability to work on your initiative.
- 4 or more years of senior management experience, ideally in a voluntary sector organization, a good testing ground to providing leadership to My Life Films.
- Financial and operational management as budget-holder and project director, with knowledge of grant funding, income generation and experience of fundraising.
- Excellent organisation and planning skills with proven ability to work flexibly under pressure, to prioritise and to meet deadlines.
- Ideally experienced in film or media production along with an understanding of dementia, mental health and the healthcare sector
- Line management experience of recruiting and running a team, with ability to inspire and motivate staff, including nurturing young filmmaking talent

- Ability to keep mission-focused and think creatively and strategically
- Willing to go beyond the nine to five – this role will need occasional evening working (board meetings, fundraising events, industry awards) and potentially weekend work.
- Ability to influence, engage and persuade, work effectively in a group, communicate clearly and exercise sound and independent judgment
- Ability to manage difficult and/or challenging situations, and maintain confidentiality on confidential and/or sensitive information
- Establish and maintain positive working relationships with others, both internally and externally, to achieve the goals of the organization.
- Has commercial experience and financial acumen, on budgeting both charitable activity and commercial productions.
- Knowledge of latest developments in media technology and new platforms.

After 12 months in the role the Executive will have successfully:

- Shaped and started implementing the strategy for 2019-22
- Overseen delivery of films and projects for beneficiaries, grant-funders, clients and care groups
- Launched a My Life Films pilot in at least one new city such as Birmingham or Bristol
- Been identified internally and externally as My Life Film's Executive Director, having formed a strong partnership with the Board as well as built and enhanced relationships with key stakeholders.
- Formed strong relationships with the team and inspired staff to perform to high standards
- Played an active role in raising the profile of My Life Films
- Played a leadership role in improving the self-generated income through commercial productions and mass-participation events (e.g. sponsored marathons)

Role entitlements

- £40,000 annual salary
- 20 days annual holiday plus national holidays/Bank holidays
- Company pension scheme

How to Apply

If you are interested in applying for this role please contact My Life Film's Chair Alexander Kann for an initial, informal discussion via alex@mylifefilms.org. Then to apply to this post you will need to send a CV to Alex and covering letter to at alex@mylifefilms.org.

- **Deadline** for applications is **3pm on Friday 14th September 2017**
- **1st Interviews** will take place **week commencing 24th September 2017**

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- **2nd Interviews** will take place **week commencing 1st October 2017**

Good luck.