

RURAL MEDIA

CEO RECRUITMENT PACK

SEPTEMBER 2025



RURAL MEDIA CHARITY



RURAL
STUDIOS



STORY
POINT

Story Point, 25 West Street,
Hereford, HR4 0BX

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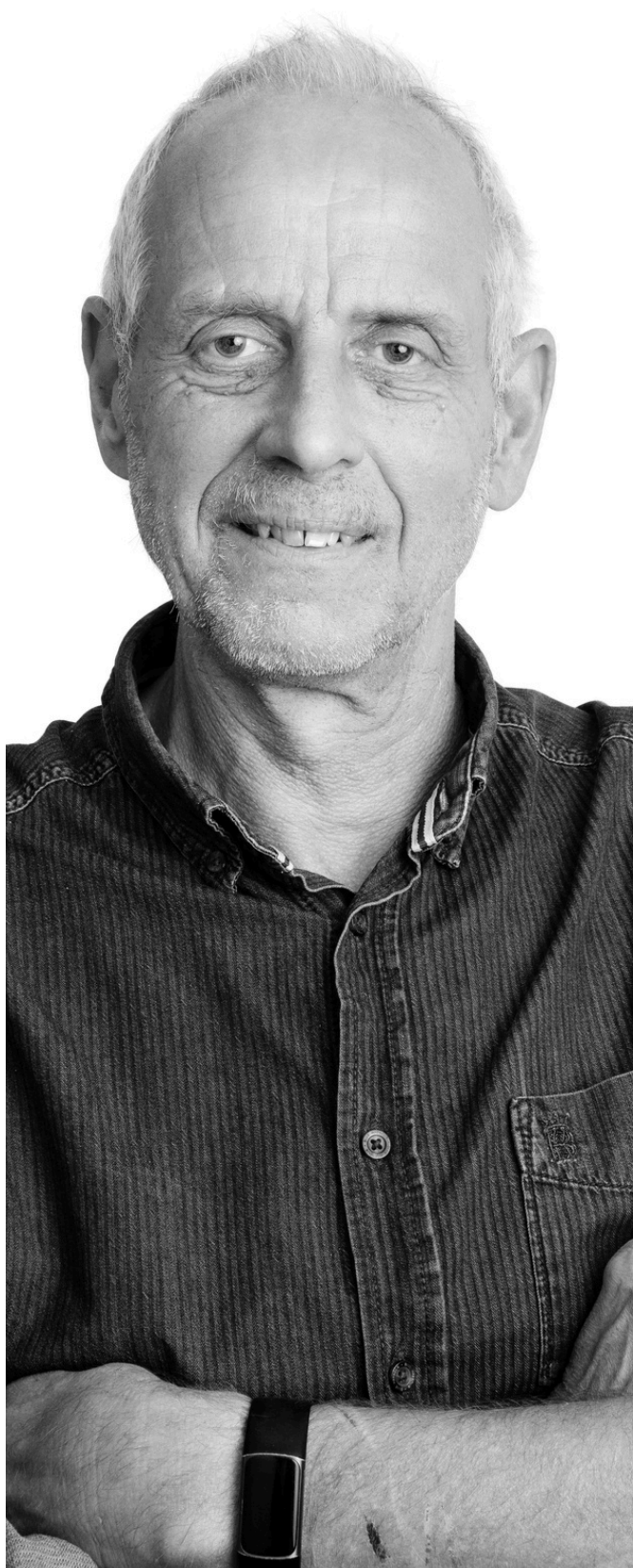
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“Rural Media’s work has made a significant contribution to the lives of those in the communities it serves and well beyond.”

LORD PUTTNAM CBE




A MESSAGE FROM OUR CHAIR OF TRUSTEES

Rural Media stands at a pivotal moment. For more than 30 years, we have been a voice for unheard communities, a platform for rural creativity, and a producer of award-winning media. Today, with the growth of Rural Studios and the launch of StoryPoint, we are entering an exciting new chapter.

We are looking for a Chief Executive who can guide us through this next stage of our journey – someone who can balance vision with pragmatism, creativity with commerciality, and ambition with deep-rooted values.

If you are inspired by the power of media to change lives, and if you believe in the potential of rural voices to shape national conversations, we would love to hear from you.

**DAVID
HOLDSWORTH**

A close-up portrait of Christopher Eccleston, a middle-aged man with short, dark hair and a serious expression. He is wearing a dark blue button-down shirt over a light-colored collared shirt. The background is softly blurred, showing what appears to be a window with light coming through. A white text box is overlaid on the lower half of the image, and a white speech bubble tail points from the bottom of the text box towards the bottom right corner.

“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**

2024 AT A GLANCE

300K

BROADCAST VIEWS

4.4 ONLINE AUDIENCES
MILLION

SOCIAL
MEDIA
ENGAGEMENTS

80K

OUR 2024 PROJECT PARTICIPANTS

149

told us they've
been inspired to
continue into
the screen and
audio industry

229

cited
improved
technical
digital
skills

163

cited improved
professional
skills such as
teamwork,
leadership and
communication

166

cited improved
confidence &
self-esteem

IN 2024, WE WORKED WITH

109

from low socio-economic /
deprived
backgrounds

110

who self-identify
as ethnically
diverse

98

who self-identify as
neurodiverse

94

who self-identify as
having a disability

DURING 2024

419

**OF OUR PROJECT
PARTICIPANTS LIVED IN A
RURAL VILLAGE OR HAMLET**

ABOUT US



Rural Media Charity – Our Heart & Soul

As an Arts Council England National Portfolio Organisation (NPO), we are proud to contribute to the national cultural strategy, with a programme that raises the visibility of rural life and challenges inequality. Our work includes flagship collaborations including BFI Film Academy – delivering accredited training for diverse young people and developing the next generation of filmmakers. Through this work, we equip people with skills, confidence, and a platform to tell stories that can change lives.

Rural Media is an award-winning digital arts charity and production house based in Hereford but with a broad reach across the West Midlands. Established by founder and current CEO Nic Millington in 1992, the charity is nationally renowned for developing and delivering participatory projects to underserved rural communities facing challenges to participation, access to services, and opportunities to have their voices heard.

For more than 30 years, we have told powerful stories and nurtured creative talent, making a difference to the lives of thousands of people in rural communities, including young people who have told us they have felt inspired, empowered, and seen. The Rural Media team is a crew of passionate, creative, and highly skilled filmmakers, technicians, producers, and directors supported by an exceptional, small operational team.

Each year, we work with over 2,000 people, and our creative projects and productions reach over a million people. Like *The Willows*, which is widely used in training to raise awareness of domestic abuse in rural areas, potentially saving lives. “*Brilliantly revealing, powerful, chilling, frightening*” (YouTube)

And, most recently, the Breaking Out Boys [Jordan Stephens Interview](#), which has been a potent force for driving the conversation around young boys and masculinity.

We are deeply proud of this work and intend to continue our work to positively influence boys and young men.





Mentored by Rural Media, Ukrainian filmmaker Lesya Pushyk, and a host of industry professionals, 'Razom' is a direct result of the experiences, connections, and stories our group of young Ukrainian and Herefordians shared. 'Razom' is all about creativity, commitment, and friendship.



Three young participants of our Breaking Out project with artist, actor, and mental health advocate Jordan Stephens after their wide-ranging and powerful interview.

The conversation, led entirely by the students, explored real-life pressures boys face today – from toxic masculinity and peer influence to finding safe spaces to talk.

ABOUT US

Rural Studios - Our Commercial Gem

Rural Studios produces original broadcast content and bespoke digital campaigns with impact. We create innovative art formats and compelling factual & entertainment programming that disrupts rural stereotypes. We discover and empower the next generation of underrepresented talent. Creating attention-grabbing digital content and campaigns for brands and public sector organisations, our broadcast expertise ensures that we tell compelling, impactful stories that bring about real change.

Our Channel 4 commissioned project Random Acts reached over 10 million people and won a Royal Television Society Midlands award for Digital Innovation, two years in a row. We intend to replicate this success as Rural Studios grow and evolve.



With our flagship project, BBC Four's *The Read*, the Studios team has built a reputation for excellence. Its commercial success directly sustains and strengthens our charitable mission. The future for Rural Studios and its potential achievements is exciting. This was a bold and innovative step forward for the charity, and essential in terms of sustainability in an ever-challenging funding environment.



ABOUT US



StoryPoint – A Beacon for Creativity & Innovation

Thanks to support from the Government's Stronger Towns Fund, we acquired Packers House in the centre of Hereford in 2023. Rebranded as StoryPoint, it will mark Herefordshire out as a cultural leader in rural regeneration and social mobility. It will bring together the tools, expertise, and creative technologies needed to inspire, train, and support the next generation of talent and entrepreneurs.

StoryPoint will:

- **Upskill and inspire**, offering digital creative training across film, TV, audio, and communications
- **Support enterprise**: incubator and accelerator programmes for young creatives and SMEs to build sustainable cultural businesses
- **Provide cutting-edge facilities**: broadcast-standard studios, exhibition spaces, and collaboration hubs
- **Showcase culture**: home to The Shire platform and spaces for still and moving image exhibitions.



More than just a building, StoryPoint is a year-round programme of skills, business support, mentoring, and collaboration that empowers communities, addresses rural isolation, and tackles the out-migration of young people. It will:

- Attract and retain creative talent in Herefordshire and the rural West Midlands
- Raise Herefordshire's national and international profile as a hub for culture and digital innovation.
- Champion diversity and inclusion, opening opportunities for communities traditionally excluded from the creative industry
- Support sustainability by reducing travel through digital skills and remote collaboration.
- Inspire pride in local culture while connecting to new markets and audiences worldwide

MEET THE TEAM



Elle Adams
Social Media &
Content Producer



Grant Black
Creative Director &
Deputy CEO



Julie Colman
Head of Production



Rich Hankins
Post Production Manager



Dan Haworth-Salter
Education Officer &
Filmmaker



Rachel Lambert
Creative Producer



Rich Matthews
Development Director



Nic Millington
CEO



Callum Neville
Media & Film Technician



Ewa Olearczyk
Finance Manager



Mel Page
Office Manager



Lauren Rogers
Development Producer &
Project Manager

VISION, MISSION & VALUES

Create, educate and change.

VISION

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

MISSION

To empower rural communities, particularly those underserved, to build skills, confidence, and self-expression through digital creativity.

VALUES

1. **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
2. **Partnership & Collaboration** - New and sustainable partnerships with organisations large and small, including public, voluntary and private sectors, are at the heart of our practice
3. **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
4. **Authenticity** - Our work doesn't shy away from sensitive or controversial issues, and we strive to represent communities fairly and accurately
5. **Environmental 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.



THE NEXT CHAPTER

Rural Media is at a hugely exciting stage of development:

- Our community and participatory media work continues to expand, now engaging more than 1,000 young people aged 16–24 across Herefordshire and beyond.
- We are producing impactful media on urgent issues, from the experiences of Ukrainian refugees to campaigns tackling gender-based violence.
- Through StoryPoint, we are establishing an innovative, creative media centre that will put Hereford and the rural West Midlands on the map as a hub for skills, creativity, and cultural innovation.



We are looking for someone exceptional to lead us in this next chapter.

THE ROLE OF CEO

This is a unique leadership role that spans the charity, the commercial studios, and the exciting development of StoryPoint. We are seeking someone who can:

- Provide bold, values-driven leadership
- Balance creative ambition with financial sustainability
- Inspire a talented and passionate team
- Champion rural voices in regional and national arenas
- Forge partnerships that expand our reach and impact

Who we're looking for

You will be:

- Visionary and entrepreneurial, with experience leading creative or charitable organisations
- Strategic and collaborative, able to balance ambition with sustainability
- Commercially astute, with a strong track record in fundraising and income generation.
- Inspirational, Skilled at inspiring and motivating diverse teams
- Values-driven, Passionate about social impact, improving outcomes for those experiencing multiple disadvantage, equality, and raising the visibility of rural communities
- A confident advocate, communicator, and networker, capable of elevating profile and building influence.
- Is this you? To find out more take a look at the full Job Description and Person Specification on page 15.



HOW TO APPLY

Please send your CV and a covering letter (no more than two pages) telling us why you would like to be the next CEO of Rural Media, outlining how you meet the essential criteria in the person specification. If applicable, please include links to any media/creative/charitable projects that you have worked on in any capacity.

APPLICATIONS

Please send your application to Mel Page via melaniep@ruralmedia.co.uk

CLOSING DATE

The closing date for applications is **Midday, Monday 27 October 2025**

Interviews will be in person at StoryPoint, Hereford, and held in the week of 11 November 2025. There will be a two-stage process. Initial interviews will take place with Trustees (likely, 12th November). Selected candidates will progress to stage two, where they will meet with Panels of staff & stakeholders, as well as additional Trustees. This will take place on Friday, 15th November.

Applicants requiring any assistance to complete their application should also contact Melanie Page. 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.

For an informal conversation, please get in touch with David Holdsworth via davidmholdsworth@hotmail.com

We welcome applications from candidates of all backgrounds, particularly those who are underrepresented in leadership roles within the culture and media sectors.

Our organisation is committed to fostering a diverse and inclusive workplace. We recognize that applicants may have different needs in the recruitment process, and we want to ensure everyone has an equal chance to demonstrate their skills.

If you require application documents in an alternative format (such as large print, braille, or accessible digital files) or need adjustments during interviews (such as additional time, accessible interview locations, assistive technology, or support persons), please reach out to melaniep@ruralmedia.co.uk

All requests will be handled with respect and confidentiality.

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.

JOB DESCRIPTION

Job Description & Person Specification Rural Media Chief Executive Officer

REPORTS TO: Chair and Board of Trustees of Rural Media

LOCATION: Based at Rural Media's offices in Hereford HR4 0BX

TYPE OF CONTRACT: Permanent to start 1 April 2026

HOURS OF WORK: Full Time

Our CEO will be expected to work the hours needed to fulfill the job's requirements, with the option for some hybrid work arrangements. The contract will be structured to provide the flexibility required for the position while complying with relevant employment laws.

SALARY: NJC Pay Scale PO12 53- 59 (£69,853 - £73,469)

RESPONSIBLE FOR: Creative Director, Head of Production, Development Director, Finance Manager

OVERVIEW:

Based in Herefordshire, Rural Media is an award-winning digital arts charity and production house known locally and nationally for highlighting powerful stories from unheard voices and promoting creative talent.

Founded by Nic Millington in 1992, the current CEO of this acclaimed charity creates and implements participatory projects that focus on underserved rural communities, addressing their challenges in participation, access to services, and amplifying their voices.

RURAL MEDIA ALSO INCLUDES:

Rural Studios, an independent company that produces original broadcast programming such as The Read on BBC4, with profits reinvested back into the charity.

StoryPoint, a studio and skills centre, is being launched in Hereford to provide screen industry training and courses in other creative areas as well as co-working spaces, studio hire, and exhibition and events that together aim to improve access to digital upskilling for people across the rural West Midlands.

JOB DESCRIPTION

SUMMARY

The Chief Executive is responsible for the development, delivery, and evaluation of the agreed strategic business plan, for ensuring and promoting growth and sustainability, and for achieving excellence in all its activities. As the senior leader, the Chief Executive will foster a positive, inspiring, and collaborative work environment that empowers employees to deliver the Charity's mission and goals, ensuring that the organization thrives in an ever-changing landscape.

KEY RESPONSIBILITIES

Leadership and Strategic Planning

1. Provide leadership to the organisation and the senior team and ensure a long-term strategy is in place.
2. In partnership with the board, develop and implement the long-term strategy and translate this strategy into a business plan with clear priorities and strategic goals underpinned by agreed outcomes.
3. Work with the management team to ensure an informed financial plan that will deliver the long- and short-term strategy.
4. Lead the charity's vision, values and direction and ensure the commitment to reach underserved communities, particularly rural communities, is at the heart of the vision
5. Provide leadership and support to the development of Rural Studios and StoryPoint in ways that benefit the charity
6. Ensure that social, cultural, and rural policy developments are understood, shared, and included within the company's strategic work.

Legal & finance

1. Working with the Finance Manager and Senior Management Team, you will have overall responsibility for the operating and financial stability of the organisation.
2. In conjunction with the Finance Manager, SMT and Board, develop a long-term financial strategy for agreement with the Board
3. In conjunction with the Finance Manager, prepare and recommend an annual budget to the Board and report on performance against that budget.
4. Ensure compliance with legal, statutory and regulatory responsibilities.



Operational

1. Inspire and empower the skilled and experienced staff team to meet targets and to value how their contribution is vital to achieving broader strategic aims.
2. Manage staff team and ensure Rural Media is a well-run organisation where colleagues, both staff and freelance, feel valued and able to work effectively.
3. Encourage their creativity and contributions, ensuring top performance and personal growth, while maintaining a positive work environment.
4. Ensure the organisation has HR support and advice available.
5. Develop reporting and review mechanisms that inform the company's planning process and ensure a prominent place for the company in local and regional cultural policy development.
6. Ensure that the impact and effectiveness of Rural Media's work are measured and can be expressed through data collection and a dashboard report to the Board.
7. Overall responsibility for adherence to company policies and working practices, including Health and Safety and Safeguarding policies.

Fundraising

To lead the Development Team and be creative and effective in securing short- and long-term funding to support the organisation's programme and development.

Representation & Advocacy

1. Act as an ambassador, networking widely to build new and existing strategic relationships across the corporate, statutory, and third sectors.
2. Be a persuasive advocate for Rural Media's work and maintain effective marketing and communications channels with all partners/stakeholders.
3. Expand and promote the organisation's role, profile and impact.
4. Develop and build upon relationships with key local and national agencies, seeking partnership and new ways of collaboration.
5. Work with the team to generate materials for newspapers, journals, the Rural Media website, and social and other media.

Governance

1. Ensure that appropriate presentations, regular, timely reports, and advice are provided to the Board of Trustees to enable them to fulfil their responsibilities.
2. Ensure that Rural Media operates to the highest standard of governance and integrity
3. Identify and ensure all organisational risks are managed and that consideration of these risks is reviewed by the Board of Trustees and embedded into the organisation's governance.
4. Oversee the efficient administration and accountability of grants and other financial and material resources.
5. Work with the Board and Senior Team to review the organisation's mission and strategic plans regularly.
6. In conjunction with the Board, ensure effective succession planning for the Board and senior staff.
7. Ensure all meetings of the Board and its sub-groups are properly constituted and records are maintained

Other responsibilities

1. To promote diversity, equality, and inclusivity of opportunity in all Rural Media's work and practice
2. Encourage the development of new and creative thinking
3. Build and maintain professional relationships with stakeholders, making sure that policies, procedures, and activities designed to boost client satisfaction are handled promptly and accurately
4. Operate safely in the workplace, observing health and safety regulations.
5. Observe organisation's practices and policies, including equal opportunities, administrative procedures, internal communications, and staff learning and development.

PERSON SPECIFICATION

The CEO should be an experienced, visionary, innovative, and creative leader who can inspire and motivate staff to perform at their best, enabling Rural Media to fulfil its charitable purpose and achieve its artistic, strategic, and operational objectives. The CEO will also be financially astute and able to grow the organisation by balancing ambitions and expenditures within a challenging funding environment.

Essential Qualities and Experience

Please demonstrate how you meet each in your application

1. Demonstrable experience in a strategic management or leadership role
2. Experience in formulating and implementing an organisation's objectives, policies, and strategies
3. Values-led with an entrepreneurial and creative attitude
4. Strong commercial awareness, with extensive experience in fundraising and diversifying revenue streams, demonstrating a proven ability to expand an organisation's funding base
5. Understanding current national policies on arts, education, and rural issues
6. Experience and understanding of the charity sector
7. Understanding the impact of rural living, especially on young people and those facing multiple disadvantage
8. Demonstrable experience of strong team leadership, excellent interpersonal skills, and the ability to creatively empower others to maximise their strengths
9. Ability to make sound business decisions in a complex, challenging, and changing environment
10. Excellent verbal and written communication skills, particularly in team management, presentations, and advocacy
11. Capable of balancing a diverse workload, handling ongoing and often conflicting work demands, and meeting competing deadlines and targets
12. Resilience and responsiveness to the evolving external environment

