

Film Distributors' Association

APPOINTMENT OF CHIEF EXECUTIVE  
APRIL 2019



# AN INTRODUCTION

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Film Distributors' Association Ltd (FDA) is a powerful voice for UK film distribution, operating as the trade body for theatrical film distributors in the UK - the companies that release films for UK cinema audiences.

Originally founded in 1915, FDA liaises and works with many individuals, companies and organisations. FDA's Council, comprising a senior representative of each member company, normally meets six times a year and considers matters of generic interest to film distributors.

We make representations on key policy issues affecting its members to government (in particular the Department for Digital, Culture, Media and Sport), to regulators, and to stakeholders across the film and audio-visual sectors.

We are a founder member of Cinema First, a generic marketing body which brings together cinema operators and film distributors with the shared objective of promoting cinema-going in the UK. Film is an influential, dynamic part of the UK's creative economy and the FDA is engaged in the industry's on-going efforts to combat film piracy and theft. The FDA is a member of the Alliance for IP. Film is an influential, dynamic part of the UK's creative economy and the FDA is engaged in the industry's on-going efforts to combat film piracy and theft. Visit our dedicated section on film piracy.

We are also represented on the British Screen Advisory Council (BSAC), a forum for the discussion of policy issues affecting the audio-visual industries.

We are a long-standing key sponsor of the National Film & Television School at Beaconsfield Studios, whose graduates often populate the crews of the many feature films released in UK cinemas each year. In addition we are a key service provider to the UK's national and regional media. It arranges central schedules of national and regional press shows and other media.

Our member companies' releases account for approximately 98% of UK cinema admissions. You can see a full list of our membership here: <https://www.launchingfilms.com/fda-members>

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You can find out more about the FDA here: <https://www.launchingfilms.com>

**Facebook:** <https://www.facebook.com/launchingfilmsUK/>

**Twitter:** [https://twitter.com/launching\\_films](https://twitter.com/launching_films)

**Instagram:** [https://www.instagram.com/launching\\_films/](https://www.instagram.com/launching_films/)

**YouTube:** <https://www.youtube.com/user/FDALaunchingFilms>

**LinkedIn:** <https://www.linkedin.com/company/film-distributors'-association-ltd./>

# THE ROLE

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At the beginning of 2019, it was announced that the FDA's current Chief Executive, Mark Batey, would be leaving the organisation after 20 years in post: the Council are now looking to appoint his successor. It is a critical time for the FDA, the new CEO must ensure the trade body is well positioned to represent its members in a rapidly changing market: while the UK's cinema admissions are at an all-time high, the distribution sector is not without its challenges. Following a review by Saffery Champness, the Council are considering a number of strategic recommendations. The new CEO will play a key strategic role, supporting in the development and implementation of resulting organisational priorities. S/he will play a leading role in lobbying and championing the industry, acting as advocate for an organisation and sector, easily establishing partnerships and acting as a recognised face of the organisation.

The CEO will be responsible for a variety of organisational leadership and communications responsibilities, principally as follows:

## KEY REPORTING AND RESPONSIBILITIES

- Responsible to: The Council and President of FDA
- Responsible for: All FDA staff (4 permanent staff) and any additional consultants

## MAIN PURPOSE OF THE ROLE

- To champion and represent the interests of FDA members to Government, regulators, industry and the media in a highly effective fashion.
- To develop and implement, in consultation with FDA members, a strategy for the organisation which addresses the opportunities and challenges presented by rapidly developing technology, viewing platforms and audience viewing habits.
- To ensure FDA's objectives are effectively pursued and the decisions of its Council are fully and promptly executed.
- To represent FDA as required, furthering the best interests and reputation of both FDA and by extension the UK film distribution sector.
- To act with good faith towards FDA's members, employees, suppliers and associates/partners within the industry.
- To implement, in consultation with FDA members, a future-facing strategy which meets the challenges and opportunities in the light of rapidly developing technology, viewing platforms and audience viewing habits.

## PRIORITIES:

- To formulate a cohesive, outward facing strategy for FDA in the light of rapid technological change and to represent its interests to government and regulators.
- To make informed and detailed policy representations at the highest levels of Government, championing the priorities of theatrical film distribution and representing the views of FDA members.
- To focus on developing and strengthening partnerships with a varied range of industry organisations across the audio-visual sector.
- To represent FDA on UK industry committees, boards and organisations and on the International Federation of Film Distributors' Associations (FIAD).
- To develop a new online strategy that is aimed primarily at the industry, including a website that is fully integrated with a new app, and a social media presence focussed on the industry.
- To convene and chair FDA committees as agreed.
- To act as a proactive and industry recognised spokesperson for FDA on appropriate generic and relevant issues matters, representing the organisation and building profile with pan-industry stakeholders.

## WORKING WITH THE FDA COUNCIL

- To present to FDA Council an annual Work Plan with strategies, activities and budgets for each core objective/workstream, and to ensure the delivery of the plan as approved by the Council.
- To plan and prepare FDA Council meetings, normally six a year. The Chief Executive must attend all Council meetings during the year and play a full part in enabling the Council to arrive at balanced, objective decisions in the performance of its agreed role and functions.
- To ensure that the FDA Council is kept informed on all matters.
- To arrange the FDA Annual General Meeting and to produce the FDA Annual Report.

## MEMBERSHIP

- To ensure that any requests made of FDA by its member companies are dealt with fully and appropriately.
- To continue to make the case for membership to eligible non-member distributors, so that FDA represents as broad a range of UK theatrical distributors as possible.

## HUMAN RESOURCES

- To pursue a management style which encourages excellent and open working relationships with and among FDA colleagues, ensuring that FDA objectives and plans are known and understood by all staff.
- To undertake annual appraisals and salary reviews for all staff.
- To keep the organisation of FDA under review and to update or implement changes where necessary in FDA's best interests.

## FINANCIAL/STATUTORY

- To serve as FDA Company Secretary.
- To involve members fully in scrutiny of its financial planning.
- To oversee audit and accountancy functions
- To be an FDA cheque signatory.



# PERSON SPECIFICATION

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The appointed candidate will be a dynamic, future-facing, inspirational leader with clarity of vision who can build on FDA's current success and take it forward with confidence. The ability to act as a trusted industry figure, developing partnerships with a range of stakeholders across Government, regulators, industry and media, is key. A track record of strategic leadership in an environment undergoing considerable change will be critical, as will the ability to negotiate and lobby. Candidates should be able to demonstrate some knowledge of the film industry and the issues it is facing.

Candidates will be able to demonstrate the following qualities and experience:

## KEY QUALITIES

- Dynamic, inspirational and strategic leadership skills.
- Clarity of vision to build on FDA's current success and take it forward with confidence.
- Demonstrable knowledge of key film industry issues, particularly in distribution.
- Ability to negotiate and lobby effectively with government, trade bodies and industry at the highest level on behalf of the FDA, championing the views of FDA members.
- Proven ability to lead through significant, constant change both in terms of industry, technology, online platforms (e.g. Netflix, Google, Apple) and audience viewing habits, and the likely impact on FDA and its members.
- A compelling ambassador for the Film Distributors' Association, with communications skills that embrace assertiveness, drive and diplomacy.
- Someone who can work collegially with the FDA membership.

## LIKELY EXPERIENCE/QUALITIES

- Experience leading a comparable organisation or trade body.
- Or demonstrable experience of strategy, team leadership and marketing in a screen industries-related or similar organisation or company.
- Experience of representing a company, trade body or project at the highest political and industry level.
- An entrepreneurial mindset with demonstrable experience of leadership.
- Demonstrable experience of developing a successful business strategy and vision for a creative enterprise, company or project.
- Experience of contributing to and progressing industry policy areas, including though not restricted to diversity and inclusion.
- Experience of leadership through change.
- Analytical abilities and problem-solving skills.
- Excellent communication and public speaking skills.
- The ability to deal with diplomacy with a number of partners, members or fellow organisations.

# TERMS OF APPOINTMENT

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The role will be based at the FDA's offices in central London.

Salary will reflect the seniority of the role and will depend on skills and experience.

24 days annual leave.



## HOW TO APPLY

Saxton Bampfylde Ltd is acting as an employment agency advisor to Film Distributor's Association on this appointment.

Candidates should apply for this role through our website at [www.saxbam.com/appointments](http://www.saxbam.com/appointments), using code **VAEZA**.

Click on the '**apply**' button and follow the instructions to upload a CV and cover letter.

The closing date for applications is noon on **Wednesday 5 June 2019**.

### GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please **do not** include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

*The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*