

INTO FILM

Appointment of CEO

September 2023 | Ref: EBKQA

Saxton Bampfylde

Welcome from Eric Fellner, Chair



Thank you for your interest in the role of CEO.

Into Film is the UK's leading charity for film in education and the community, championing and realising the potential of film, cinema and the moving image to create inspiring, inclusive learning experiences.

Paul Reeve, founding Chief Executive of Into Film, is stepping down after 10 years of brilliant work and we're now in search of an exceptional individual to lead our next chapter and take what he has built to the next level.

What we are looking for in our next CEO is an experienced and inspiring leader, with a passion for championing the next generation and a great understanding of education and the arts. We hope they will ensure long-term viability and growth, especially in the areas of education, that they have outstanding strategic leadership, strong business and financial sensibility, are innovative and confident, and are an inspiring leader. And also, hopefully fun for all to work with!

Thank you for taking the time to consider this opportunity, and we look forward to receiving your application.

Eric Fellner
Chair, Into Film
Co Chairman, Working Title Films



About Into Film

Into Film is the UK's leading charity for film in education and the community, championing and realising the potential of film, cinema and the moving image to create inspiring, inclusive learning experiences.

Into Film brings the power of moving image storytelling into classroom teaching, as well as providing screen industry careers information and advice, and supporting young filmmakers. Due to the ongoing support of the BFI and other key funders including Cinema First and Northern Ireland Screen, the core Into Film programme is free for UK state schools, colleges and other youth settings. Into Film also runs the annual Into Film Festival, which enables more than 300,000 pupils to visit the cinema for free, and the Into Film Awards – the UK's leading showcase for young filmmaking talent.

2022-23 was an important milestone for Into Film and saw the organisation deliver a varied and engaging programme at scale across the four nations, with highlights including over 125,000 resources downloaded, over 125,000 teachers trained, a growing network of over 6,500 extra-curricular clubs and over 350,000 attendees to the Into Film Festival. Furthermore, the organisation's work to support the BFI 2022 strategy concluded and Into Film was successful in its applications to deliver educational activity within the BFI's new Screen Culture 2033 strategy. These three new contracts feature the following strands, as well as the Into Film Festival and Awards:

- Screen Careers – providing training, information and guidance to school Careers Leads so that they can support young people to access the screen industries.
- Filmmaking – supporting children and young people to create, learn and find a voice through practical filmmaking activities.
- Film for Learning – training and supporting teachers to use film and the moving image across the curriculum to drive better learning outcomes for pupils.

This year marks Into Film's ten-year anniversary and, whilst immensely proud of what has been achieved in the last decade in terms of both outcomes and reach, the organisation now looks to build further on these achievements. Through an exciting new programme that launched in September, Into Film will inspire young people to tell their own screen stories, enable them to take their first steps in practical filmmaking, and advocate even more vocally for why this is so valuable and important. At the heart of this commitment will sit a new campaign called Every Child A Filmmaker, which will help to nurture the next generation of screen storytellers, including those from underrepresented groups.

In 2022-23:

- 53,500 teachers from 20,000 UK-based schools and colleges held Into Film user accounts.
- 75% of Into Film account holders were located outside of London and the South East of England.
- 126,330 teaching resources downloaded
- 3,927 educators trained
- 11,000 teachers signed up to use Into Film+ and streamed content
- More than 8,000 children and young people attended in-school screen industry visits
- 500 children and young people were engaged with practical filmmaking
- 351,514 children, young people and teachers attended the Into Film Festival
- 6,539 extra-curricular Into Film Clubs across the UK



The Into Film programme

Into Film's UK-wide programme, free to state schools, colleges, and other youth settings, seeks to fully realise the educational, cultural and social power of film in children and young people's development.

In 2022-23, the programme included:

[Into Film+ | https://www.intofilm.org/news-and-views/articles/intofilmpius-launch](https://www.intofilm.org/news-and-views/articles/intofilmpius-launch)

Launched in 2021, Into Film+ is the UK's first free and rights-compliant streaming platform for all school settings and is provided in partnership with Filmbankmedia. Into Film+ allows education settings to stream a wide range of classic and new release films directly into the classroom. Every film is packaged with curriculum-linked educational resources to support educators of young people across all ages and abilities, and provide teachers with a user-friendly tool to aid with planning and enhance their teaching.

[Educational resources | https://www.intofilm.org/resources](https://www.intofilm.org/resources)

High quality online resources that enable teachers to embed film across a range of subjects and curriculum areas.

[Teacher training | https://www.intofilm.org/training](https://www.intofilm.org/training)

Online and face-to-face training for teachers to develop their skills to teach with, through and about film.

[Cinema screening programme and Into Film Festival | https://www.intofilm.org/events](https://www.intofilm.org/events)

<https://www.intofilm.org/events>

A year-round cinema screening programme, including the Into Film Festival – one of the largest free youth film festivals in the world, comprising screenings, discussions, filmmaking workshops and Q&As.

[Careers | https://www.intofilm.org/theme/72/about](https://www.intofilm.org/theme/72/about)

A wide range of classroom-based lessons, curriculum-linked resources and in-school and remote workshops led by industry practitioners.

[Into Film Clubs | https://www.intofilm.org/clubs](https://www.intofilm.org/clubs)

In school and out-of-school settings, clubs provide rich and varied opportunities to watch, discuss, review and make films.

Partnering with the industry

Into Film enjoys a close partnership with some of the biggest names in film. Through these relationships, Into Film is able to nurture young audiences and lays the groundwork for a thriving cinema industry for years to come.

Through in-cinema activity, sector support and school-facing film marketing campaigns, Into Film aims to cultivate the largest sustainable, passionate and diverse young audience possible.

In 2022-23, Into Film partnered with numerous UK studios to develop classroom resources including [The Railway Children Return \(StudioCanal\)](#), [Strange World \(Disney\)](#) and [Till \(Universal Pictures\)](#). These campaigns featured a wide range of activities, including postcard-themed competitions, film clips, classroom discussion points and take-home resources. Resources linked to new releases have always proved popular with children and young people, and this year proved to be no exception, with Strange World and Till engaging an estimated 111,000 and 230,000 users respectively.

Into Film was also proud to partner with the organisation Women in Football to produce [Sport on Film: Women in Football](#), a resource championing women's long history within the game after England's success at the UEFA European Women's Championship in 2022, using a range of archive and feature film content.



Clifford the Big Red Dog premiere.



No Time to Die screening with James Bond producer Gregg Wilson.



Director Edgar Wright with *The Sparks Brothers*.



Belfast premiers with introduction from director (and Into Film ambassador) Sir Kenneth Branagh and actors Jude Hill and Lewis McCaskie.



Joe Cornish and Michael Ajao, director and star of *Attack the Block*.



Special screening of Disney's *Encanto*, complete with a Colombian band and VIP limo experience.

Governance & Finances

The Board

The Into Film board comprises the following members :

Eric Fellner, CBE – Chair
Co-Chairman of Working Title Films

Nira Park
Producer

Barbara Broccoli, CBE
Producer at EON Productions

Anne Mensah
Vice President, Original Series at Netflix

Col Needham
Founder and CEO of IMDB.com

Grainne McKenna
Partner, Film & TV Group, Wiggin LLP

Lisa Bryer, OBE
Producer and Founder of Cowboy Films

Danielle Lewis-Egonu
Executive Headteacher

John Graydon
Partner, Saffery LLP

Lisa Williams
Headteacher

You can read more about the Into Film board [here](#).

Into Film's industry ambassadors are :

Sir Kenneth Branagh
Ruby Barnhill
Lynwen Brennan
Naomi Harris
Rhys Ifans
Celyn Jones

Katie Leung
Jack Lowden
Eddie Redmayne
Matthew Rhys
Michael Sheen
Cornelius Walker

Into Film is funded by the BFI (awarding National Lottery funding), Cinema First, Northern Ireland Screen, Paul Hamlyn Foundation, and the British Council.

Total income for Into Film for 2022-23 was £6,313,161 comprised of donations and grants, with the majority (£5,050,000) being Lottery funding distributed by the British Film Institute (BFI).

Into Film is headquartered in London but also has offices in Salford, Cardiff, Edinburgh and Belfast.



"For our target areas, although we didn't realise it initially, film club is hitting pretty much every one spot on: boys' writing, external provision and going for an Artsmark award.... "

- Justin Reeve, Teacher, Newport Primary, Wales

The role

After ten successful years at Into Film having come in as its inaugural CEO, Paul Reeve, MBE is stepping down. Paul has led some critical work to modernise operations, improve the financial stability of the charity and significantly extend its reach and impact.

This is an exciting time to join Into Film, as it develops new partnerships and builds on existing ones to further its goals and enable its activities to achieve the greatest possible impact, inclusion and reach across all four UK nations. The Board of Trustees are ambitious for the future and looking for a strategic leader who shares their vision, who has integrity, resilience and energy.

Specific Responsibilities

- To provide creative leadership and direction, working with the Board and senior management team, reflecting Into Film's values, leading work on long-term strategy for Into Film to achieve its vision;
- Translating strategy into building an effective organisation which can deliver against increasing growth targets;
- To represent Into Film externally, including via the media, advocating on its behalf and developing partnerships, growing networks and leading on fundraising;
- To explore and develop new opportunities for partnerships for Into Film so as to help develop existing and new business areas;
- To hold overall accountability to partners, funders and other key stakeholders;
- To ensure sound governance, acting as the organisations main interface with the Board;
- To support Board development and composition, reflecting Into Film's ambitions;
- Engage and motivate the staff of Into Film and have oversight of all work on organisational development;
- Keeping abreast of, and working to influence, national and local policy developments and to be across new initiatives and cutting edge thinking;
- To ensure that the charity maintains its focus and energy, through delegation and clear decision making;
- To lead on the creative development of projects and programmes;
- To maintain an overview of the current financial position and the long term financial strategy;
- To develop policies which help the charity deliver its goals and ensure the wellbeing of workers, and Into Film's future health;
- To undertake any other duties as required by the Board and commensurate with the role.



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AWARDS

Person specification

Candidates for the role should bring all or most of the following attributes:

Key skills and experiences:

- Leadership experience gained in a mission driven organisation of relevant scale and the ability to effectively lead and manage staff and to build good relationships with the Chair, Board and senior management team;
- The ability to develop, articulate and deliver a long-term vision for the charity;
- Experience of the planning, management and creative delivery of projects/programmes;
- Strong experience of financial planning and P&L responsibility;
- Communication skills and the ability to be a compelling ambassador for Into Film, advocating for its cause and raising profile;
- the experience required to play a central role in fundraising, securing continuing support from current funders, developing new partnerships and expanding networks;
- Relationship and partnership building: the stakeholder management skills to engage effectively with government, other charities and other partners;
- excellent presentation skills and the ability to undertake media engagements and build relationships with journalists;

Key personal attributes:

- A commitment to the mission of Into Film and its vision and values;
- A passion for film, TV and the moving image in all its forms and the energy, resilience and the tenacity to fight for its relevance to education and young people;
- A commitment to continue to grow and develop a diverse working culture;
- An entrepreneurial approach to audience development and a sense of enterprise;
- Creativity and an enthusiastic approach to innovation.



Terms of appointment

Salary – £100-110k pa..

Annual Leave – 28 days, including 3 days to cover office closure between Christmas and New Year

Pension – matched up to 5% of pre-tax salary (Scottish Widows)

Enhanced parental leave

Simplyhealth – health insurance cash plan

How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to Into Film on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code EBKQA.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on Wednesday 1st November 2023.

** 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.*

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.

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