



Chair of the National Council for the Training of Journalists

Chair one of the most significant and influential journalism-related organisations in the UK, the standard bearer for quality, trusted journalism and diversity.



The National Council for the Training of Journalists (NCTJ) exists to help create a better society.

We provide a world-class education and training system that develops current and future journalists from all walks of life for the demands of a fast-changing multimedia industry.

NCTJ is a trusted brand and its kite-mark for professional journalistic training is highly regarded and universally recognised in the media industry.

The charity is looking to appoint an exceptional and inspirational editorial leader to succeed Kim Fletcher, who steps down as chair of the NCTJ in the autumn.

In this high profile role, the new chair of the NCTJ will be responsible for overseeing the governance and successful strategic development of the charity, which includes its awarding organisation, the Journalism Skills Academy and the Journalism Diversity Fund.



About the role

As we strive to ensure high standards of journalism at this critical time for our democracy and the media industry, the new chair will steer the charity at board level to achieve its mission and objectives.

The chair is a trustee with a specific role on the board, appointed to fulfil core responsibilities:

1. Lead the board effectively and inclusively ensuring the trustees agree a clear mission, objectives and values for the charity.
2. Create productive relationships with trustees and an effective governance team.
3. Develop and maintain a supportive and productive working relationship with the chief executive built on mutual respect, trust, communication and challenge.

The NCTJ chair will also have an opportunity to contribute to the work of the charity in other ways with wider responsibilities:

1. Act as an ambassador and spokesperson for the charity as appropriate.
2. Support the growth and influence of the organisation through representation at meetings and events, public affairs, corporate communications, partnerships and fundraising.

This is a voluntary and unremunerated role although expenses can be paid in line with our finance procedures. The typical time commitment is two days per month. The board meets four times a year alongside meetings of the finance and audit committee and the reward and governance committee.

The appointment of the chair is for a term of three years, renewable for a further three or six years by mutual consent and if it is in the interests of the charity.



Who we are looking for

The NCTJ is looking for a chair who will steer our board of trustees and help guide the charity to achieve its ambitious plans for growth and influence. In addition to all trustees' strategic, governance and oversight functions, the chair's role is to inspire and represent the charity externally.

Person specification

The successful candidate will ideally bring all or most of the following personal qualities and attributes.

► Leadership and development

1. Clear about the role of the chair and capable of seeing the big picture.
2. Able to build constructive relationships, cohesion, openness and diversity.
3. Adept at managing potential conflicts of interest and effective decision-making.
4. Capable of leading debate, generating ideas and problem-solving.
5. Fully committed to the NCTJ, its values and ambitions.
6. A detailed understanding of the marketplace for journalists and key issues affecting journalism and the wider media.
7. Strong business, commercial and financial acumen to support an excellent executive team.

► Personal traits

1. Passionate about quality, trusted journalism, and equality, diversity and inclusion.
2. A sense of humour, humble, personable, empowering and altruistic.
3. Relatable, flexible, calm under pressure, open and honest.
4. Emotionally intelligent and empathetic.
5. Intelligent, confident and reflective.
6. Innovative, creative and open to change.
7. Enthusiastic, positive and distinctive.

► Willingness to advance the charity externally

1. The gravitas and ability to act as a spokesperson, particularly for editorial and media industry matters, and to be an outstanding ambassador and advocate for the NCTJ.
2. Willing to use networks and personal influence to advance the NCTJ.



Knowledge, experience and skills

The chair must meet the following requirements.

1. Current or recent experience of operating at a senior strategic leadership level within a media organisation that employs journalists. This should include experience of strategy, finance, innovation and change management.
2. Broad and detailed knowledge of the journalism profession and media sector and the current issues affecting journalism in all sectors of the media.
3. A general understanding of the journalism education and training market and key issues.
4. A successful track record of achievement in their career as a journalist and newsroom leader.
5. An understanding of charity governance and working with a board.
6. Significant experience of chairing a range of meetings and events in different contexts.
7. Strong leadership skills, with an ability to motivate people and bring people together to collaborate and innovate.
8. Financial management understanding and an interest in charity finance matters.



About the NCTJ

► Aims

- Offer outstanding professional qualifications which guarantee the high standards of journalism needed in the workplace and trust in journalists by the public.
- Facilitate equality of opportunity in the journalism profession by taking action to encourage a diverse and inclusive culture.
- Accredit high-quality courses delivered by education and training providers and recognise courses of excellence.
- Foster continuing professional development for journalists and journalism trainers throughout their careers.
- Provide services and products that are demonstrably helpful and relevant to stakeholders.

► Values

The charity's strategy is based on the distinctive characteristics – the values – of the organisation.

- Fair, accessible and transparent.
- Strong, sustainable growth and best use of resources.
- Effective leadership, management and governance.
- Equality, diversity and inclusion.
- High profile, respected and influential.
- Upholding quality, high standards and best practice.
- Open, receptive and responsive to change.

► Objectives

- Diversify and increase resources to build the capacity and capability of NCTJ to strengthen its role and impact across all media sectors and related sectors where journalism skills are required.
- Establish the Journalism Skills Academy to provide expert, quality, professional training for journalists throughout their careers and to support employers to create a highly-skilled, motivated and impactful workforce.
- Maintain a progressive, flexible and inclusive framework of respected industry 'gold standard' journalism qualifications and apprenticeships that embrace digital and other developments.
- Accredit journalism courses of excellence at colleges, universities and independent providers and reward and support them to achieve the media industry's challenging performance standards.
- Provide an effective careers information service that promotes journalism careers, accredited courses and the industry's training scheme for professional journalists.
- Lead the industry and take direct action on equality, diversity and inclusion to build a journalism workforce that widens participation so that it better reflects its audiences.
- Mobilise employers to ensure the media industry's professional training scheme produces journalists with high ethical standards to win public confidence and trust in quality journalism.
- Communicate and collaborate effectively with all target audiences to increase take-up of NCTJ products and services and to increase awareness of the NCTJ's brand values, role, impact, status as a charity and value for money, agenda-setting activities.
- Make a positive and demonstrable contribution to the future sustainability of quality public interest journalism in the UK.
- Provide the industry with substantive research and up-to-date skills information and publications to develop our understanding and response to the rapidly-changing market place for journalism.



Business direction

In an age of misinformation, the NCTJ's vital role in creating and assessing quality standards of journalism must be promoted and understood to build trust and respect for the media in the eyes of the public. The charity is therefore investing in its marketing and communications activities.

This is a testing time for journalism. Business models and revenue streams continue to change, media has converged and journalists are expected to have a wider range of skills and to use technological advances to enhance their journalism.

In an industry undergoing rapid and irreversible change, the NCTJ is performing a leadership role in clarifying and teaching journalism based on modern journalistic standards.

As the media and journalism have transformed, so has the NCTJ. We work actively across digital, social, broadcasting and print media. The charity is unique in bringing together all sectors of the media and all sectors of journalism education and training.

The NCTJ is financially stable with diversified revenue streams, high-impact products and services, robust, ground-breaking research and labour market information, and strong and effective leadership.

We are working to become more closely tied into newsrooms and to give our strategic partners and recognised education and training partners and alumni a greater stake in the organisation.

Although the number of journalists working in the UK has fallen for the first time in recent years,

the number rose markedly from 78,000 in 2018 to 101,500 in 2022. The percentage of qualified journalists who have NCTJ qualifications has increased; 81 per cent in 2018 and up from 63 per cent in 2012 and 58 per cent in 2002.

Competition for those with transferrable journalistic skills, the need for greater diversity and changes in the ways the public source their news have meant that the NCTJ has extended its work to promote journalism careers, facilitating outreach work and stimulating a wider range of entry routes into journalism.

The charity is committed to providing funding for training and to making a positive and demonstrable contribution to the future sustainability of public interest journalism in the UK. This is being done chiefly through the Community News Project, with the current phase of this project ending in 2024.

The NCTJ is harnessing its expertise, supporter base and connections to champion the need for journalism to reflect today's diverse society and the ethical base of professional journalism and its role in supporting democracy. It is securing and implementing more high-profile partnerships and projects.

The long-term commitment to instil a culture of continuing professional development for journalists is being undertaken under the banner of the Journalism Skills Academy.

The NCTJ's high-quality research programme provides stakeholders with the information they need to understand the changing landscape of UK media and journalism.



Current priorities

This year we have been concentrating on the following areas of work to achieve our objectives.

1. Taking the lead on **artificial intelligence** in terms of its impact on the role of a journalist, journalism skills and standards, and our qualifications.
2. Implementing our action plan for **marketing and communications** including raising our profile and influence among political stakeholders.
3. Playing our part to support the **future sustainability** and success of the journalism industry, notably through the Community News Project.
4. Developing the **Journalism Skills Academy**.
5. Growing our **awarding organisation** operations and provision through apprenticeships and new qualifications.
6. Helping journalists stay **safe and resilient**.
7. Supporting a wider range of **equality, diversity and inclusion** initiatives including outreach work related to social mobility.
8. Increasing our **partnership work** to strengthen our relationships with industry, to influence key stakeholders and to provide resources to help us achieve our objectives.
9. **Accrediting** more courses to meet the demand for NCTJ trained and qualified journalists.
10. Delivering a **research programme** to ensure the NCTJ can respond effectively to changes in journalism.

How to apply

To discuss applying for this role, please contact our executive search partner, Ibison Media at jo@ibisonmedia.com before the end of June 2024.



National Council for the Training of Journalists,
The New Granary, Station Road, Newport,
Saffron Walden, Essex CB11 4JS.

www.nctj.com