




Head of business development at the National Council for the Training of Journalists

Drive the future of journalism training and industry growth as head of business development at the National Council for the Training of Journalists.

This is a unique senior leadership opportunity to lead commercial growth, secure vital partnerships, and shape innovative initiatives that support the next and current generations of journalists while strengthening the NCTJ's influence, impact and sustainability.

About the NCTJ



The National Council for the Training of Journalists (NCTJ) is the leading provider of journalism training, qualifications and accreditation in the UK. As a registered charity, we are committed to developing excellence in journalism through high-quality training, qualifications, apprenticeships, and professional development. Our work supports aspiring journalists and industry professionals while maintaining the highest standards of journalism and education.

Our vision is to lead and innovate in journalism training as the gold standard for journalism careers, offering accessible, high-value qualifications and continuous professional development. As a champion of quality, trusted journalism, we ensure our training evolves with industry needs, incorporating AI, digital storytelling and verification in the fight against misinformation.

We support equality, diversity and inclusion in journalism by providing bursaries, outreach initiatives, and partnerships that create opportunities for underrepresented groups. While our reputation is strong within the industry, we want to expand our public recognition and global reach. By strengthening our digital learning platforms, further diversifying funding streams, and fostering strategic partnerships, we aim to future-proof our role in journalism education and training.

The role and responsibilities

The head of business development will play a pivotal role in driving the NCTJ's growth and sustainability by identifying and securing revenue opportunities for new and existing projects and forming strategic business partnerships.

The successful candidate will be responsible for securing income to support our mission and charitable objectives while supporting the commercial development of our Journalism Skills Academy and our awarding organisation. This senior leadership role requires a proactive and strategic individual with an appreciation of the business and media landscape and the ability to cultivate and manage high-value relationships.

The head of business development will have two direct management reports: our fundraising manager and our Journalism Skills Academy manager.

The responsibilities of this role cover business growth, sales and revenue generation, commercial partnerships, industry engagement, strategic leadership and operational management.

1. Align business development activities with the NCTJ's strategy, working closely with the chief executive and senior leadership team.
2. Develop and implement a commercial plan to enhance the organisation's impact and to generate new revenue streams.
3. Build and maintain strong commercial partnerships with media organisations, educational institutions, and other key stakeholders to expand the Journalism Skills Academy and awarding organisation.
4. Explore and implement global growth opportunities, including delivery of international journalism qualifications and workforce development initiatives.
5. Negotiate and secure agreements for new partnerships, ensuring mutually beneficial outcomes and long-term sustainability.
6. Increase the reach and impact of the NCTJ's awarding organisation business, supporting its commercial growth and development.
7. Working with the JSA manager, oversee the development of new training opportunities within the Journalism Skills Academy, including digital, AI-driven, and emerging industry trends.
8. Working with the fundraising manager, oversee the generation of funding from philanthropic organisations, government grants, corporate sponsors, and other sources to support NCTJ initiatives, such as the Community News Project and Journalism Diversity Fund, and other training programmes and projects.
9. Manage and support the fundraising manager and Journalism Skills Academy manager, ensuring clear objectives and deliverables.
10. Deputise for the chief executive as required.





Who we are looking for

The NCTJ is seeking a dynamic and strategic individual with a proven track record of driving business growth and innovation. This is a pivotal role for someone who can lead with vision, foster meaningful partnerships, and champion the NCTJ's mission to uphold quality, trust, diversity, and sustainability in journalism training and education.

These are the skills and attributes we are looking for:

► Essential

- **Business development expertise** – Proven ability to identify, pursue, and secure revenue opportunities.
- **Strategic thinking** – A forward-thinking approach to identifying growth opportunities, developing partnerships, and expanding the NCTJ's impact.
- **Leadership and management** – Experience leading and managing small teams, with the ability to inspire and develop people.
- **Commercial acumen** – Data driven with a strong understanding of commercial growth strategies, financial sustainability, and funding streams.
- **Negotiation and stakeholder management** – Excellent relationship-building skills with industry partners, media organisations, and funding bodies.
- **Knowledge of the journalism and media industry** – An appreciation of the evolving journalism landscape, including digital transformation, AI, and multimedia storytelling.
- **Project management skills** – Ability to oversee multiple initiatives, ensuring timely delivery and measurable outcomes.
- **Excellent communication skills** – Strong written and verbal communication skills to engage stakeholders, present proposals, and represent the NCTJ at events.

- **Commitment to equality, diversity and inclusion** – Passion for increasing accessibility and representation in journalism.
- **Adaptability and problem-solving** – Ability to work in a fast-paced environment, responding effectively to industry changes and challenges.

► Desirable

- **Marketing and brand development expertise** – Experience enhancing an organisation's digital presence and public recognition.
- **Fundraising and making grant applications** – Familiarity with securing funding from philanthropic organisations, government bodies, and corporate sponsors.
- **Experience working in a non-profit or educational setting** – Understanding of the challenges and opportunities within charities, training providers, or awarding organisations.
- **International experience** – Knowledge of global markets and opportunities for international expansion.
- **Digital learning platforms** – Understanding of online learning trends, virtual workshops, and digital programmes.



About the NCTJ

The NCTJ is the media industry's charity for attracting, qualifying and developing outstanding journalists who work to the highest professional standards.

We aim to 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 media industry.

The key objectives of the NCTJ are to:

- 1. Ensure high standards in journalism qualifications** – Develop and maintain professional qualifications that uphold the highest standards of journalism required in the industry.
- 2. Promote equality, diversity and inclusion** – Take proactive steps to create a more diverse and inclusive journalism profession by providing opportunities for individuals from all backgrounds.
- 3. Accredite and recognise quality education providers** – Assess and accredit journalism courses to ensure they meet industry standards and provide value for institutions that demonstrate excellence and innovation in training.
- 4. Support lifelong learning and career development** – Provide opportunities for journalists to continue their professional development throughout their careers.
- 5. Enhance public trust and promote the importance of journalism** – Ensure training and qualifications emphasise ethical reporting and responsible journalism to maintain public confidence in the profession.
- 6. Deliver relevant services and support to stakeholders** – Offer resources, products, and services that support the evolving needs of journalists, employers, and media organisations.



Business direction

The NCTJ is one of the UK's most influential and impactful journalism organisations, recognised and respected across the media industry for its professional training standards.

As the media landscape evolves with converging platforms and new technologies, the NCTJ plays a crucial leadership role in teaching and upholding journalistic standards.

The NCTJ has adapted alongside the industry, working across digital, social, broadcast, and print media.

Financially stable and with diverse revenue streams, it offers high-quality services, groundbreaking research, high-profile projects and thought leadership in the field of journalism training and qualifications.

To meet the demand for diverse talent, the NCTJ has expanded its outreach and career promotion efforts, opening different pathways into journalism.

The charity remains dedicated to funding training and ensuring the sustainability of journalism in the UK. Through its Journalism Skills Academy and strategic partnerships, the NCTJ supports continuous professional development and upholds the ethical standards that are crucial for holding power to account.

The NCTJ's business direction focuses on taking the lead role in journalism standards, expanding its influence in journalism education and training by extending its accreditation scheme, integrating emerging technologies like AI, and broadening its reach. The charity is growing the Journalism Skills Academy and enhancing financial sustainability through fundraising and income generation to support its charitable activities.



Why join the NCTJ?

This is an exceptional opportunity to play a pivotal senior leadership role in shaping the future of journalism. Join a passionate, driven team within an organisation deeply committed to journalistic excellence.

The role offers a competitive base-level salary, with on-target earnings of up to £100k, and the flexibility to support a healthy work-life balance. Benefits include company bonus and additional financial incentives based on performance and achievements. The NCTJ offers a matched pension contribution of five per cent, a death in service benefit of twice the annual base salary, and 25 days' holiday.

This role is based at the NCTJ's office in Newport, Saffron Walden, Essex and for this position there can be hybrid/flexible working arrangements. The office is one minute's walk from Newport train station, just one hour by train to London Liverpool Street, and 20 minutes to Cambridge.

How to apply

To apply, please submit your CV and a covering letter outlining your suitability and experience to Joanne Forbes, chief executive of the NCTJ.

Email: joanne.forbes@nctj.com.

The closing date for applications is 12 May 2025.

No agencies. Only direct applications will be accepted.



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

www.nctj.com