

## **CIISA Board and Finance Board recruitment process**

### **Why are you recruiting to two Boards?**

CIISA is being established with a two-company model to provide separation between the body collecting the voluntary financial contributions from the creative industries that will fund CIISA's work (the Finance Board), and the body undertaking its work to ensure that CIISA is independent of its funders and can investigate without fear or favour. Each company therefore needs its own governing body, or board, with its members serving as the company directors.

CIISA took advice from regulatory specialists at PA Consulting before deciding on this structure. This is a tried and tested model that has been operating effectively for a number of years at the Advertising Standards Authority, providing separation between the funders and those investigating and hearing complaints.

### **Why are you recruiting to these Boards now?**

CIISA is now readying itself for the launch of initial services for the Film & TV, Music and Theatre sectors at the end of 2024 and preparing for its first call for funding for years one and two to deliver these services. We therefore now need to implement the two-company structure to provide separation between the body that will be collecting the funds being raised by the funding call and the organisation delivering the services.

### **What is the difference between the two Boards?**

The two Boards have different roles and will comprise members with different experiences and expertise.

The Finance Board will oversee CIISA's funding arrangements. It will be responsible for collecting the voluntary contributions from the creative industries, distributing this funding to CIISA and ensuring that CIISA delivers value for money. Its members will all be strategic leaders in the creative industries from across the UK with experience of at least one of CIISA's initial sectors (Film & TV, Music and Theatre) and with the financial capability and rigour to oversee and ensure the effective use of CIISA's funding on behalf of the industry. Each of CIISA's initial sectors (Film & TV, Music and Theatre) will be represented on the Finance Board.

The CIISA Board will be CIISA's governing body. It will be responsible for the oversight, vision, and strategic direction of CIISA, and for ensuring CIISA maintains its independence and builds confidence and trust in its service offering within all sectors of the creative industries. To enable the Board to fulfil this role effectively its members need a mix of skills and experience: people with creative industries experience and people with experience of regulation. Given the role of the CIISA Board in ensuring CIISA's independence and reputation, however, all members need to be independent, and

not involved in any special interest or campaign group that might prejudice their independence when carrying out their Board role.

## **Can I apply for roles on both Boards?**

The key requirement for the two Boards is very different.

For the Finance Board, we are seeking strategic leaders currently working in either the Film & TV, Music and Theatre.

For the CIISA Board, we are seeking people who have either:

- senior leadership experience of the creative industries but who are not currently active in the sector (now independent)
- senior leadership experience of regulation.

Information on the requirements for each role is detailed in the person spec.

## **How will you ensure that the Finance Board has representation from all the initial creative sectors?**

We will work to ensure that all of CIISA's initial sectors (the Film & TV, Music and Theatre) are represented on the Finance Board by promoting the roles widely, both through our own activity and by working with our partners and other stakeholders. Applications are encouraged from candidates living/working in any of the UK's four nations and we will be holding all interviews online (via Teams) to facilitate this.

## **Why can't current creative sector professionals be on the CIISA Board?**

We must ensure that everyone involved in CIISA's work, including the CIISA Board members, are independent - and perceived to be independent - to protect CIISA's reputation as an independent and impartial body working to uphold and improve standards of behaviour across the creative industries.

## **Why are the Finance Board roles unpaid?**

Given the relatively small time-commitment anticipated (up to three meetings per year) and that the Finance Board's members will be professionals actively working in one of the creative industries, these will be voluntary unpaid roles.

## **Why are the CIISA Board roles paid?**

The expected time commitment for the CIISA Board roles is much more substantial than the Finance Board roles. The CIISA Board Chair role is expected to be as much as two days per week and CIISA Board member roles up to one day per week during the critical first year of CIISA's development. As such, CIISA has been advised that it needs to offer remuneration for these roles to attract candidates with the experience and skills that we need to lead CIISA.

Benchmarking data indicates that remuneration of £50k per annum for the CIISA Board Chair, and £20k per annum for the CIISA Board members is appropriate. This is consistent with the levels of

remuneration for members of the Advertising Standards Authority Council (the equivalent body to the CIISA Board).

### **Why aren't you appointing all members of the two Boards now?**

We are looking to appoint the Chair and first four members of each Board now, with further appointments expected next year as CIISA develops. We have opted for this phased approach for two main reasons:

First, our governance structure must be proportionate to the size of the organisation and its activity: at the moment we are very small and in the final development phase. It is not appropriate or cost-effective for us to launch with full-size boards that we do not need and which we do not have the capacity or resources to serve.

Second, our initial services at launch will be targeted at the Film & TV, Music and Theatre industries, and we are seeking the initial members of the two boards from those sectors.

### **What is happening to the current CIISA Board?**

Once the CIISA Board is established, the members of the interim CIISA Board will hand over to the Chair of the new CIISA Board and step down.

Dame Heather Rabbatts and Caroline Norbury have been instrumental in CIISA's genesis to this milestone and we are hugely grateful for their considerable contributions. While Dame Heather and Caroline will step back from their formal governance roles they will retain a strong relationship with CIISA and further support our work.

### **Can CIISA Co-Creation Council members apply?**

Anyone who meets the essential criteria detailed in the people specification for each role is invited to apply, including members of the CIISA Co-Creation Council.

### **How will you ensure that it's a fair, open and transparent process?**

The process for the recruitment of members to both the Finance Board and the CIISA Board is being led and administered by an independent governance consultant, Victoria Finney, to ensure that it is fair, open and transparent.

The roles will be advertised, with all applications received by the advertised deadline assessed and shortlisted against the person spec. Shortlisted candidates will be invited to a panel interview which will be held via Teams. There will be representation from each of the initial sectors (Film & TV, Music, Theatre) on each panel. The interviews will explore candidates' experience and expertise and test their motivation for applying.

The Chair of each Board will be appointed first in order that they can then be involved in the shortlisting and interviews for the other members of their Board.

## **When will members of the two Boards be appointed?**

We are focusing first on appointing the five members of the Finance Board and hope to have this in place by late-May.

We are aiming to appoint the CIISA Chair and four non-exec members of the CIISA Board by the end of May.

**ENDS**