

A photograph showing a person's hands interacting with a tablet. The tablet screen displays a news website with various articles and images. The person is wearing a dark grey sweater. The background is a blurred office desk with a laptop and a wooden block. A thick orange diagonal line runs across the image from the top left to the bottom right.

# IMPRESS

Chief  
Executive

A logo consisting of a five-pointed star with a color gradient from yellow at the top to blue at the bottom.

Starfish

# Welcome

Dear Applicant,

Thank you for your interest in joining IMPRESS as our Chief Executive who will take over when Ed Procter stands down next summer.

Around 200 publications – in print and online – have signed up to IMPRESS because, whatever their editorial standpoint, they make a commitment to journalism that is honest and ethical, however partisan or provocative it may choose to be. IMPRESS celebrates diversity in the media and champions freedom of expression while offering readers a quick and easy form of redress if editors fall short of the standards that IMPRESS publishers have signed up to.

You'll be joining us at a pivotal point in our development as the press regulator that's wholly independent of the industry it regulates. Journalism is evolving at a phenomenal rate, in good ways and in bad. It gets easier and easier for citizens to choose – and for anyone to disseminate – news about whatever in the world most interests them. But it also gets easier for bad actors to falsify events, distort reality, and invent “news” to foment conflict purely for commercial or political gain.

As the sources of news proliferate, and the ready means to both create and access it on online becomes universal, we at IMPRESS intend to accelerate our growing membership. The Impress logo will be a sign of news generators, large and small, who have embraced our code of ethical and editorial integrity. We will develop new ways of helping the public navigate the media terrain and we will offer new services that support those publishers who join us.

While growing our membership we will diversify our sources of income to keep our fees low while reducing our reliance on donors. This is the work that our next CEO will take forward, leading a team that is expert in regulation and expanding its capacity for income generation.

The IMPRESS team is supported by an exceptionally diverse Board offering expertise and advice on regulation, on journalism, on law, on business, on marketing and on financial management. But IMPRESS will be YOUR organisation to lead, to inspire, to shape and to grow. If you believe in media freedom, if you cherish tough but truthful journalism, and if you want to be on the side of news consumers and news they can trust...so do we!

Join us and make a difference.

**Richard Ayre**  
**Chair**

# About the Organisation

IIMPRESS is an independent press regulator, media standards setter and dispute resolution service provider. We regulate a network of over 200 digital and print publications across the UK, reaching more than 20 million readers each month.

We are recognised as an independent and effective regulator by the Press Recognition Panel and receive charitable grant funding from the Independent Press Regulation Trust.

We work on behalf of the public and publishers to improve print and digital news reporting and content standards in the UK. We help news providers to build trust and accountability with their readers by supporting them to develop and professionalise their internal governance and editorial processes. We help the readers themselves by offering an assurance of ethical journalism and a swift and free means of resolving complaints when they occur.

## Our mission

Our mission is Publish with integrity. Across all forms of media, we are dedicated to the pursuit of accurate and socially responsible content that the public can trust. We Regulate. We Resolve. We Educate. We Support.

We welcome both professional and citizen publishers, journalists, bloggers, vloggers, podcasters, influencers, educators, and other news, information and content creators to join our growing community. We offer them:

- the gold standard regulatory scheme approved by Royal Charter that protects both freedom of expression and public protection
- a progressive standards Code, guidance and helpline that supports publishers who want to act ethically and within the law legally and ethically
- speedy and impartial complaints handling and dispute resolution
- training and education to help publishers achieve the highest ethical standards of news gathering and content creation.



## Our history

IMPRESS was founded in June 2015 in response to the recommendations of the Leveson Inquiry into the culture, practices and ethics of the British press. Our ambition has been to create a more transparent and accountable regulator that was not under the control of the legacy newspaper industry. Inspired by the wider public interest, we sought to strike a fairer balance between press freedom and the protection of individual rights.

In October 2016 we became the first organisation to be approved by the Press Recognition Panel (PRP) under the Royal Charter on self-regulation of the press. This certifies our status in law as a regulatory body that is independent of the media, of commercial and of political interests. We are regularly assessed by the PRP as complying with all 29 recognition criteria of independence and effectiveness that are set out in the Charter.

Our first members joined us in June 2016 and our regulated membership has grown to include over 100 media organisations, publishing around 200 brands to an audience of over 20 million each month. As the number of news generators grows, we intend to grow with them.

In July 2017 we created a Standards Code and Guidance which was produced in partnership with journalists, publishers, academics, civil society groups and the general public through a national survey and focus groups organised by market research company Britain Thinks. We have aimed to set a global standard by adopting the best ethical practice in news publishing around the world, becoming the first UK press regulator to require prominent front and home page corrections; the first to develop a Standards Code that recognises the need to protect vulnerable groups from hatred and abuse; the first to require full transparency over media conflicts of interest, and the first to assess accuracy and truth from the perspective of the ordinary reader, listener or viewer. Our members also agree that we can conduct investigations into what has been published even where no formal complaint has been made.

In 2018 the Press Recognition Panel won a landmark legal case against the News Media Association (NMA), with IMPRESS joining proceedings as an interested party. This confirmed IMPRESS' status as a lawfully approved independent regulator of the press.

In 2021 we completed our strategic review to deliver a secure and sustainable future for IMPRESS. Our vision is now to encompass and empower an ever-growing community of publishers across all forms of media, dedicated to the pursuit of accurate and socially responsible content the public can trust.

## Find out more

To read more about IMPRESS please visit <https://impress.press/>

# Role Profile

**Role title** Chief Executive

**Reports to** Chair of the Board

## Role purpose

The CEO is responsible for providing commercial, financial and operational leadership to the company and works closely with the Board of Directors and senior leadership team to drive growth and development and implement its vision for success.

## Main accountabilities of the role

- Provide clear and inspirational leadership and direction to a compact, expert and multidisciplinary organisation.
- Work with the Board to maintain clear strategic plans and priorities and give assurance of financial and risk control
- Lead implementation of the organisation's priorities, fostering and developing a collaborative and motivated team culture.
- Develop and deliver a compelling fundraising and commercial development strategy to ensure longer-term sustainability.
- Monitor the landscape in which IMPRESS works, maintaining an awareness of the relevant political, governmental, business and industry trends and events.
- Lead on the overall positioning and portrayal of the organisation to the public and stakeholder groups, working with the Board to monitor reputational risk.
- Lead and manage relationships with stakeholders (including the IPRT as primary funder and the PRP), with government and regulatory organisations, Parliament, key industry bodies, the media and other regulators.
- Ensure IMPRESS is well run, well led and legally compliant, that its practices in all respects are ethical and consistent with its Code of Conduct and values.
- Ensure IMPRESS has the right organisational structure, systems, policies, processes and procedures in place to support delivery of its work, and ensure these are kept under review.



# Person Specification

## Your Experience

These are the key experiences and competencies we are looking for in a new CEO. Please outline in your supporting statement what relevant experience you already have. If you do not have directly relevant experience in every case you must satisfy us that you understand each requirement and have ideas about how to address them, and those ideas will be tested at interview if you are shortlisted.

- A credible leader who has run a successful public-facing organisation or been one of its senior executives and can evidence your own contribution to its success
- A track record of confident and effective engagement and influence with the public, with policy makers, and with the media, showing how you have raised an organisation's public profile or influenced policy
- Clear understanding of the challenges and opportunities in the print and online news media market and of the political and industry tensions around media regulation
- A demonstrable grasp of strategic business planning and delivery in a complex business or organisation (perhaps gained in a start-up, the media, or a membership organisation), with proven ability to drive commercial growth and a record of sharp commercial acumen

## Your Leadership

In addition, you must be able to satisfy us, in your supporting statement and in any interview, that you have the following personal qualities:

- You can not only lead but also inspire a highly-skilled and collegiate team which encourages diversity and celebrates difference
- You will be adroit at building productive relationships with IMPRESS members, the wider media, other regulators, policy makers and potential funders, and at developing partnerships with organisations that share our values
- You are positive, resilient, decisive and calm under pressure
- You can work effectively with the Board in exercising its governance responsibilities
- Above all, you are personally committed to the values driving IMPRESS and the public good that derives from diversity of opinion; freedom of expression; protection from fake news; and consumer redress against unethical journalism



# Terms of Appointment

## Salary

This role will offer a competitive salary with a starting point dependent upon experience.

## Contract

This is a permanent full-time appointment.

## Location

This position is based in IMPRESS's offices in the heart of London, within a short walk of Blackfriars station. The role requires visibility and presence in the office supplemented with remote working.

The role requires public visibility, plus a mix of presence in the office and remote working.

## Benefits

We offer a comprehensive benefits package to include:

- Pension scheme with salary sacrifice option
- Enhanced holiday of 25 days plus bank holidays and discretionary extra leave at the end of December
- Flexible working opportunities
- Team Away Days, social events
- Commitment to actively support and encourage learning and development opportunities



# How to Apply

We hope you will consider expressing an interest in this role.

To make an application, please go to <https://starfishsearch.com/jobs/impress-ce/> and click on the apply now button, with the following prepared:

- your CV (no more than three pages)
- a short supporting statement (ideally no more than two pages) that sets out why you want to lead IMPRESS and how your experience makes you the right choice
- We would be grateful if you would also tell us your current salary details and any dates when you are not available to attend interview.

Please also ensure you have completed and submitted the equal opportunities monitoring form that appears on this site as you submit your application. The information you provide will be treated as confidential and used for statistical purposes only. The form will not be treated as part of your application.

<b>Closing date</b>	Friday 11th November 2022
<b>First stage discussions</b>	w/c 21st November 2022
<b>Agreement of the final shortlist</b>	Early December 2022
<b>Informal conversations with the Chair and with the outgoing CEO</b>	Prior to final interview
<b>Final interviews</b>	Before Christmas 2022

