

# Create Central Executive Board Member

## ROLE DESCRIPTION

### Role of Create Central Executive Board

Executive Board Members are **private sector** industry leaders, with demonstrable specialist sector knowledge working at a national and international level. Create Central Executive Board Members are appointed to represent the creative content sector<sup>1</sup> on behalf of businesses in the West Midlands and have oversight of public funding, as such Members work to the highest ethical standards as enshrined in [Nolan Principles of Public Life](#).

Members are appointed through an open recruitment process to join the Executive Board in a voluntary, non-executive capacity to:

- Provide strategic vision and oversight
- Provide ongoing market intelligence to ensure Create Central's output is industry focused
- Provide decision-making function for Create Central
- Provide checks and balances on Create Central's output, including governance, finance, and risk
- In partnership with WMCA, to appoint an Executive Team of industry specialists to support the delivery of its activities
- Provide ongoing review of the Executive Team
- Contribute to promoting the region's creative content sector during the year by agreeing to:
  - attend 2 x industry events
  - represent Create Central on 1 x industry panel
  - provide 1 x blog for Create Central's website
  - provide 1 x video content for social media use.

Board members will typically commit around 1-2 days per month to Create Central.

### Executive Board appointment and term

- Founder Members<sup>2</sup> selected to remain as Executive Members will be approved by Create Central's Governance Group.
- New Executive Members will be appointed by an open recruitment process.
- Membership will be approved by the Chair of Create Central.
- Membership will reflect the creative content sub-sectors, the WMCA geographical footprint
- Members will be from the private sector (privately-owned businesses, ranging from small enterprises to large corporations).
- Membership will not exceed 15 or fall below 10.
- A quorum shall be six members.
- Membership term is three years.

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<sup>1</sup> For the purposes of Create Central the 'Creative Content Sector' is defined as film, television, games, animation, high-end TV, branded-content, vlogger/influencer, VFX, immersive tech and those businesses directly in the supply chain. 'Industry' refers to businesses within the creative content sector supply chain.

<sup>2</sup> Members appointed to Create Central in October 2019

**Chair and Vice Chairs**

- The Chair will be appointed through an open recruitment process managed by WMCA.
- The term of the Chair is six years with a review by all parties at three years.
- Vice Chair may be appointed by the Chair of Create Central and a simple majority vote of members, following an internal Create Central appointment process.

**Meetings**

- The Executive Board will meet six times annually for 2 hours.
- Members are expected to attend all meetings.
- Meetings will be virtual.

The Governance Group is slightly different as it is a decision-making group which acts as a sub-committee of the Executive Board. It is Chaired by Create Central's Chair.

**Voting**

Decisions will be made by a simple majority vote.

**Communication**

- Members are always expected to communicate in a professional and courteous manner.
- Members should contact the Chair to raise matters relating to Create Central's delivery or the Executive Team, the Chair will report these to the Executive Lead at their weekly meeting.
- A monthly internal newsletter will keep all members up to date with activity.

**Raising concerns or complaints**

Members should contact the Chair at the earliest opportunity to raise concerns or complaints about Create Central.