

• Candidate Pack

DIRECTOR OF FINANCE

WELCOME

A message from Major General Chris Wilson, Chair

Dear Candidate,

I want to thank you for your interest in Forces broadcasting and say a little about why I believe we are a valuable and innovative organisation.

I was very proud to take on the role of Chair in 2019 because, as a professional soldier myself, I have seen at first hand just how magnificently BFBS has entertained, informed, connected and championed the Armed Forces worldwide for over 80 years through its TV, radio and digital services. But I have also come to admire the innovative skills of our staff, the sheer range of activities we support and encourage, and the way in which we have constantly responded to challenge, whether that comes from rapid technological change or the need to deliver services in remote and sometimes difficult places.

BFBS is unique in being both an innovative media and broadcasting company and a caring military charity. We are sorry to lose our excellent Director of Finance but excited at the opportunity to appoint a worthy successor.

I do hope that, when you have considered all the information on this website, you will also see what an exciting opportunity this represents.



WELCOME

A message from Ben Chapman, CEO

BFBS is 83 years old, it is at an inflection point, a moment where it must recognise the shifts in audience behaviour, technology and geo-politics in order to refresh. BFBS is a highly purposeful organisation, that protects and supports the UK Armed Forces at a time of enormous disruption in the media industry and with new threats from the UK's enemies via mainstream media – including social media. The core mission articulated below remains at our heart – however in the coming years we will emphasise three strategic pillars:

Trust: Providing our stakeholders with a trusted brand and delivery platform.

Together: A united company, serving and supporting the Royal Navy, British Army, RAF and civil service with media and communications.

Everywhere: Recognising the ever-expanding media needs of those serving our country in every context, however remote or complex.

We are at the beginning of a ten-year contract that offers BFBS opportunity and stability. We will transform our business for a new generation of service personnel. This role is fundamental in meeting their needs and those of our media partners. I hope you will join me at this exciting time of positive change.



ABOUT

Unfailing support for the armed forces

BFBS (British Forces Broadcasting Service) is a pioneering military charity and media organisation that unites the UK Armed Forces and their families through trusted, creative media experiences.

Broadcasting around the world

Using agile technology and engineering solutions, BFBS delivers media services to support our forces even when they are working in the most remote and disconnected regions – on land, at sea, and sub surface.

These services include radio, cinema, live events, and digital media, and those overseas and at sea get the best of UK TV, premium sport, and movies, thanks to our partnerships with media companies such as the Premier League, Sky, and the BBC.

Our teams have specialist military knowledge and experience, enabling them to produce unique, exclusive, and trusted content, and we broadcast to more than twenty countries worldwide, with permanently manned studios in ten countries, including Nepal, Cyprus, the Falkland Islands, and Canada. As a charity BFBS delivers not-for-profit commercial activity in the form of an award-winning communications agency and a future-facing technology arm. Working with government, the MOD, and allied organisations we solve complex industry challenges, while our BFBS Academy delivers high-calibre vocational training and a wide range of media courses.

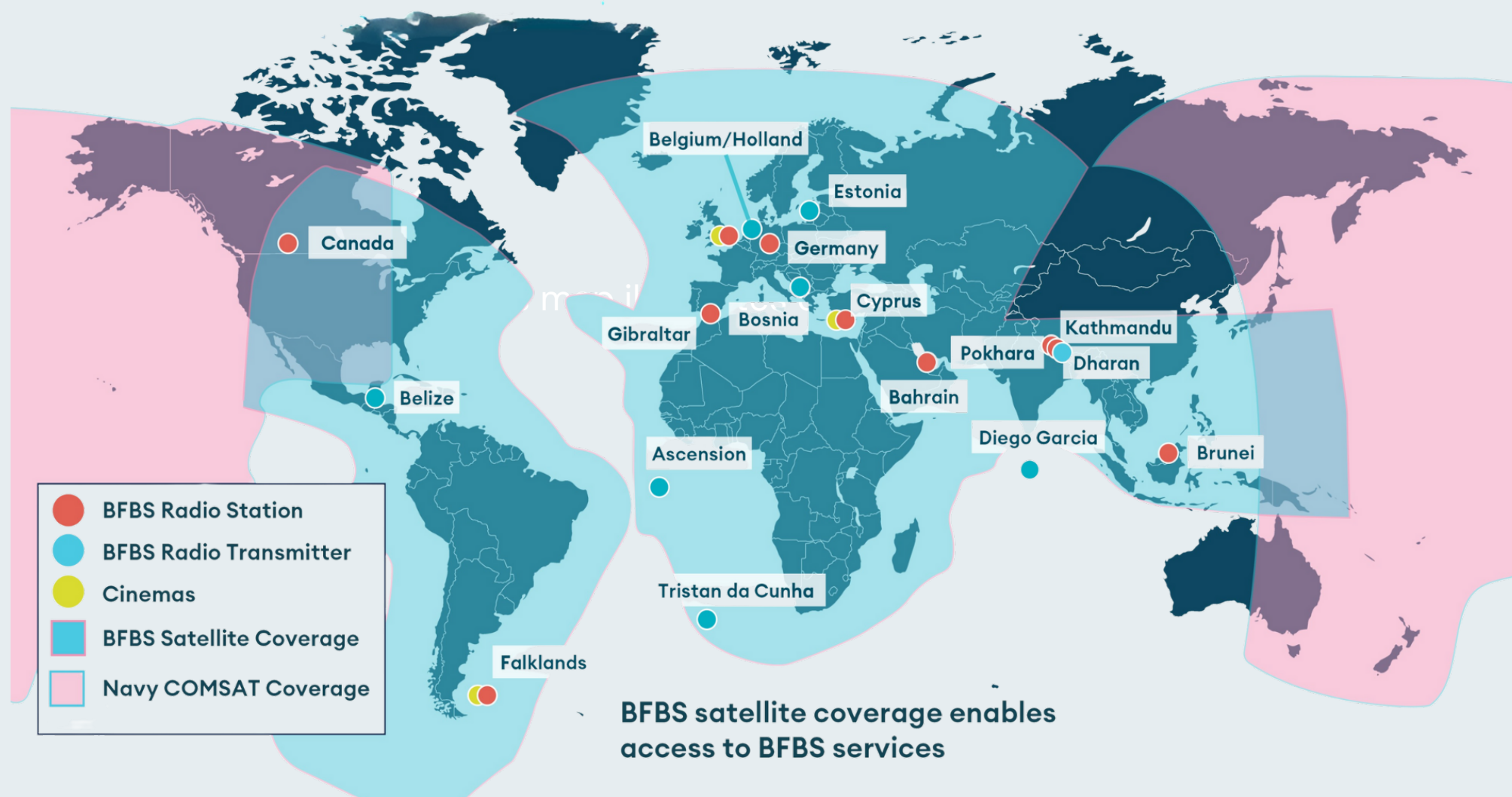
Broadcasting since 1943

More than eight decades since its first broadcast from Algiers in 1943, BFBS continues to serve those who serve, wherever they are, and whenever they need us.



WHERE WE ARE

This map illustrates our global reach.



bfbs

bfbs
ESPORTS

bfbs

Boosting morale within the UK armed forces

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THE ROLE

The Director of Finance is responsible for leading the Charity's financial strategy, control environment and commercial assurance, ensuring sustainable performance, robust governance and effective decision-making. This role goes beyond traditional finance leadership, combining strong financial control with meaningful commercial oversight and a focus on data and AI-enabled transformation to shape how the organisation delivers, evolves and grows over the long term.

Operating at Executive level, the Director of Finance acts as a key strategic partner to the CEO, contributing to the development and delivery of organisational strategy and provides business partnering with senior leaders across the charity. The role encompasses Finance, Compliance and Risk. The successful candidate will ensure financial discipline, commercial judgement and risk considerations are embedded in strategic decision-making, enabling confident delivery, sustainable growth and long-term resilience.



MAIN RESPONSIBILITIES

Financial strategy & leadership

- Define and deliver the Charity's financial strategy, aligned to overall business objectives.
- Play a leading role in shaping organisational strategy alongside the CEO and SLT, ensuring financial and commercial considerations are fully integrated.
- Provide forward-looking strategic insight and challenge to support high-quality decision-making.
- Drives consistency and clarity in financial and commercial decision-making, ensuring all activity aligns to defined principles and long-term value.
- Ensure long-term sustainability, affordability and financial resilience.

Financial control & governance

- Maintain a robust financial control environment, ensuring accuracy, integrity and compliance.
- Oversee statutory reporting, audit, tax and regulatory requirements.
- Ensure strong financial governance, including clear policies, controls and delegated authorities.

- Act as primary interface with auditors, banking partners and regulatory bodies.

Financial planning & performance

- Oversee budgeting, forecasting and long-range financial planning.
- Ensure high-quality financial reporting, analysis and insight through FP&A.
- Monitor financial performance, identifying risks and opportunities.
- Support delivery teams in understanding cost drivers and financial impacts.

Commercial oversight & assurance

- Provide oversight of the Charity's commercial activities, working in partnership with the Commercial Functions.
- Ensure commercial decisions are financially robust, sustainable and aligned to strategy.
- Maintain independent challenge over pricing, cost-to-serve, and commercial risk.
- Support significant contract negotiations, changes and escalations where required.

Risk, treasury & compliance

- Ensure effective identification and management of financial and commercial risks.
- Oversee treasury management, liquidity and banking relationships.
- Maintain strong compliance with internal policies, regulatory requirements and contractual obligations.
- Ensure audit readiness and effective assurance processes.

Governance & decision support

- Support the Board of Trustees and Committee governance, providing clear, concise and decision-focused financial and commercial insight.
- Actively shape Board-level discussions, ensuring decisions are grounded in financial, commercial and risk considerations.
- Ensure decision-making is supported by robust analysis and a clear understanding of long-term implications.
- Promote a principle-led approach to financial and commercial decision-making across the organisation.

MAIN RESPONSIBILITIES

Supply chain & financial oversight

- Ensure strong financial oversight of supplier spend and contractual commitments.
- Work with the key functions within the business to ensure supplier decisions are economically sound, consistent and controlled.
- Ensure appropriate financial validation of contracts, variations and supplier arrangements.

Leadership & team development

- Lead and develop a high-performing Finance team.
- Build capability across finance, commercial and risk disciplines.
- Foster a culture of accountability, collaboration and continuous improvement.

Finance transformation, data & AI-enabled capability

- Lead the ongoing transformation of the Finance function, ensuring it is fit for a modern, data-driven and digitally enabled organisation.
- Identify and implement opportunities to use AI, automation and data analytics to improve:

- Financial reporting efficiency.
- Forecasting accuracy and forward-looking insight.
- Cost analysis and commercial decision support.
- Promote the use of data and intelligent tools to shift Finance from backward-looking reporting to proactive, insight-led decision support.
- Work across the Charity to embed data-informed decision making, improving visibility of performance, cost drivers and risk.
- Ensure appropriate governance, controls and ethical use of AI and data, aligned with regulatory and organisational expectations.
- Build capability within the Finance team to adopt new technologies and ways of working.

Deliverables / Outcomes (what “good” looks like)

- A strong, transparent and well-controlled financial environment.
- Clear, reliable financial reporting and forecasting.
- Effective commercial oversight, with sound decision-making and controlled risk.

- Robust governance and audit readiness across all functions.
- Financial strategy aligned to organisational objectives and sustainability.
- A capable, high-performing Finance and Commercial leadership team.

Contract & Personal Oversight

- Provide senior commercial oversight of major contracts, including the MOD services contract.
- Ensure appropriate controls are in place for:
 - Contract compliance
 - Change control
 - Performance management
 - Risk and issue management
- Support escalation and resolution of complex commercial issues, disputes or negotiations.
- Ensure strong alignment between contractual obligations, operational delivery and financial performance.



YOUR KNOWLEDGE & SKILLS

Essential

- Significant background in a senior finance leadership role (Finance Director / CFO level).
- Proven ability to operate complex, multi-stakeholders through transition.
- Strong track record in financial control, governance and reporting.
- Experience partnering with commercial functions and overseeing contract performance.
- Proven leadership of and commitment to developing senior finance teams.

Skills

- Expertise in financial and commercial acumen, with the ability to balance performance, risk and sustainability.
- Excellent strategic thinking and decision-making capability.
- Strong stakeholder interpersonal and communication skills (Board / Executive level).
- High attention to detail with strong governance and control mindset.
- Ability to translate complex financial information and data visualising into clear insights.

Desirable

- Knowledge of Media/MOD/defence or other regulated environments.
- Exposure to complex, long-term service contracts.
- Experience in not-for-profit or hybrid commercial environments.
- Relevant professional qualification (ACA / ACCA / CIMA or equivalent).

Your Personal Attributes

- Strategic and forward-looking, with strong commercial awareness.
- High integrity and commitment to governance and accountability.
- Calm and confident under pressure, able to operate in complexity.
- Collaborative leadership style, able to influence across a matrix organisation.
- Structured, disciplined and detail-oriented.
- Strong sense of ownership and accountability.
- Ability to obtain and maintain an appropriate security clearance (SC required).

BFBS Appointment of Director of Finance





Terms of Appointment

Role: Director of Finance

Location: Chalfont Grove, Buckinghamshire. Located outside but in easy reach of London, with good road and rail links. (Minimum 2 days a week/Hybrid)

Direct Reports:

- Financial Controller
- Head of FP&A
- Head of Risk, Treasury & Compliance
- Payroll Manager

Key relationships:

- CEO
- Board of Trustees
- SLT
- MOD stakeholders
- External auditors
- Banking partners
- Investment partners
- Professional advisors



How to apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to BFBS on this appointment.

Candidates should apply for this role through our website at **roles.saxbam.com** using code **VCAPA**.

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is **noon on Friday 14 August**.

* The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

- **[Read our guide to writing cover letters](#)**

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