



## **S4C Board**

### **Role Specification: Non-Executive Members of the S4C Board**

November 2025

The Secretary of State for Culture, Media and Sport is seeking to appoint two new Non-Executive Members to the Board of Sianel Pedwar Cymru (S4C).

#### **S4C**

S4C (Sianel Pedwar Cymru – the Welsh Fourth Channel) is the UK's only dedicated Welsh language public service broadcaster and media provider. S4C is a statutory corporation, originally established in 1982 and now regulated by the Communications Act 2003 and the Broadcasting Act 1990. It is operationally and editorially independent of the UK government.

S4C provides high quality content and media services in the Welsh language, offering entertainment, information and inspiration, which aim to reach the widest audience possible across a range of contemporary platforms throughout Wales, the UK and beyond.

It is the duty of S4C's Board to ensure that S4C represents a public service for the dissemination of information, education and entertainment. The Board is responsible for ensuring that effective corporate governance and management arrangements, including financial management, are in place for S4C's public and commercial services. The Board is also responsible for ensuring that the independence of S4C is safeguarded.

The S4C Board must have a detailed understanding of online and broadcasting developments, and of the key stakeholders in Wales. It must also take into account cultural and other initiatives when determining its strategy, including the sociolinguistic situation of the Welsh language.

As a commissioner-broadcaster with a commitment to the independent production sector, S4C makes an important contribution to the creative economy in Wales. Independent research concluded that during 2024–25 S4C's economic contribution resulted in 2,500 jobs and generated £150m for the Welsh economy. S4C is one of the most cost-efficient public service broadcasters in the UK, with a cost per hour significantly lower than other broadcasters and its activities also generate tax revenues in excess of the money it receives.

Further information regarding S4C can be found in the Annual Report and Statement of Accounts:

<https://www.s4c.cymru/en/about-us/page/annual-reports>

#### **S4C Composition and Board Membership**

The S4C Board consists of the Chair, and up to eight other non-executive members, each appointed by the Secretary of State for Culture, Media and Sport (DCMS). In addition, the Chief Executive of S4C and up to two other executive members are members of the Board. The executive members are appointed to the Board by the non-executive members.

The S4C Board as a whole appoints one of the non-executive members to serve as a Lead Independent Member.

Following the independent review of S4C published in March 2018, the governance of S4C is now based on a unitary board model (in place of the previous non-executive Authority).

There is no legal distinction between non-executive and executive members of the S4C Board – both categories are equally responsible and accountable for the organisation's long-term success.

All members bring diverse skills and experience to the Board, all of whom are expected to ensure that S4C fulfils its public service remit, and that public funds and licence fee funding allocated to S4C are used appropriately.

Board members are also required to ensure that S4C's public services are delivered in accordance with S4C's statutory remit and the provisions of the existing Partnership Agreement agreed between S4C and the BBC.

Among their duties, all S4C Board members are expected to do the following:

- Act collectively as a unitary board and provide support and advice, as well as scrutinise and hold individuals to account for the performance of S4C and its activities;
- Support the Chair, in conjunction with the Chief Executive, to oversee S4C's relationships with DCMS, the BBC, Ofcom and other stakeholders including the Welsh Government and the independent production sector;
- Undertake public engagement duties as necessary on behalf of S4C, including attending events and public meetings throughout Wales and beyond;
- Gain a thorough understanding of S4C's work as a public service broadcaster and media provider, and of the television and digital sectors in Wales, in the UK and in an international context; and
- Attend Board meetings and any special meetings / away days, and attend Board subcommittees as required, making reasonable and constructive contributions to discussions, and sharing their expertise as opportunities arise.

In carrying out these duties S4C Board members are expected to work in a positive, collaborative, cross-organisational way, which ensures a positive, energetic, and comprehensive working environment that treats everyone with respect, both living and promoting S4C's values.

All members must comply with the [Code of Conduct for Board members of Public Bodies](#), which includes acting in accordance with the [Seven Principles of Public Life](#), and the S4C Culture Code.

The Board as a whole is supported in its work by the Secretary.

### **Specific requirements of Non-Executive Members of the S4C Board**

A non-executive member must act in an independent and objective manner, bringing expertise, scrutiny, and challenge to the work of the Board to support and contribute to the strategic direction and governance of the organisation.

The role of the non-executive member is to provide insight, expertise, and oversight without being involved in day-to-day operations. In doing so, they should provide constructive challenge, strategic guidance, offer expert advice and hold executive managers to account. They should also respect the insight and input of the executive members of the S4C Board, where they draw on their expertise from their positions in the Senior Leadership Team at Board meetings.

Key responsibilities of non-executive members of the S4C Board include:

- **Strategic Guidance:** Collaborate with the Senior Leadership Team and fellow Board members in a non-executive way to develop and review the organisation's objectives, plans and strategic initiatives.
- **Governance:** Ensure that the organisation complies with all applicable laws, regulations, and corporate governance standards. Review and approve important corporate policies and procedures.
- **Risk Management:** Assess and monitor the organisation's risk profile, including financial, operational, legal, and reputational risks. Provide input on risk mitigation strategies.

- Financial Supervision: Review and analyse financial statements, budgets, and key performance indicators to assess the organisation's financial health and performance.
- Appointing and Succession Planning: Participate in the process of selecting and appointing a Chief Executive, Secretary, and senior executives. Contribute to succession planning for key leadership roles.
- Performance Evaluation: Participate in the evaluation of the performance of the Board (including the performance of all Board members individually), and the Senior Leadership Team.
- Stakeholder Relations: Engage with other stakeholders to address concerns and communicate the company's strategic direction and performance.
- Ethical and Responsible Conduct: Promote ethical behaviour and corporate social responsibility within the organisation. Maintain the highest standards of integrity and transparency.
- Conflict of Interest: Disclose any potential conflict of interest and abstain from voting and/or contributing to discussions on issues where a conflict may exist.
- Continuing Education: Stay abreast of industry trends, regulatory changes, and best practice in corporate governance through ongoing education and training.
- Attend any appropriate training organised for S4C Board members on a fairly regular basis.

A number of the above key responsibilities are carried out jointly with the executive members of the Board, with the support of the Secretary.

### Essential Criteria

The successful candidates for the Non-Executive Member roles must be able to demonstrate:

- **Knowledge:** a clear understanding of the work, priorities and challenges of S4C and public service broadcasting and public service media more generally, and the context within which it operates.
- **Relationship building:** ability to build strong stakeholder relationships, including with Ministers and Senior Government officials, with Local and Regional Government and external stakeholders such as the BBC and independent production companies.
- **Communication:** strong communication and interpersonal skills with the ability to listen, accept challenges and constructively challenge others in discussions with clarity and respect.
- **Collaboration:** ability to work closely with the other members of the Board and other key stakeholders, providing support, constructive challenge and assurance as appropriate.
- **Equality:** a demonstrable commitment to diversity, equality and inclusion; and improving opportunities for people throughout the UK.

Prior non-executive board experience is not essential, we welcome applications from individuals whose diverse professional backgrounds bring transferable skills and fresh perspectives.

We would particularly welcome applications from individuals with relevant experience in one of the following areas:

- **Digital Content Experience:** a strong track record of delivery in broadcasting, digital media, the wider creative industries or another related field; within the private, public or voluntary sectors.
- **Legal Expertise:** Significant legal expertise, most likely gained at either a law firm or as an in-house counsel in a commercial, Government or non profit organisation.

The Board conducts most of its business in Welsh and the successful candidates will therefore be expected to demonstrate Welsh language proficiency, which will be tested at interview. Candidates will be required to answer at least one question in Welsh. S4C is able to provide some support to those who do not regularly use Welsh in a professional capacity.

**Time Commitment**

The time commitment for members of the Board is a nominal one day per week.

**Location of Meetings**

The S4C Board meets around eight times a year at S4C's headquarters in Carmarthen, or at its other offices in Caernarfon and Cardiff, although the Board may also meet in other locations during the year. Members will also be invited to attend corporate and external industry engagements from time to time.

**Remuneration**

£9,650 per annum. Reasonable expenses may be claimed subject to S4C's Travel and Subsistence policy.