

TERMS OF REFERENCE FOR THE EXECUTIVE DIRECTOR

1. RESPONSIBLE TO: Chairman of BMF Board of Directors and Board

The Executive Director of the Bhutan Media Foundation is responsible for the overall leadership and management of the BMF's operational and administrative functions. Working under the guidance of the BMF Board, the Executive Director defines the institution's strategic vision, and is accountable for its implementation and the results achieved.

The Executive Director maintains strong relationships with a diverse range of stakeholders that are important collaborators in the BMF's efforts.

The Executive Director has the responsibility and accountability to set the tone for the BMF Secretariat's internal and external interactions by exemplifying values of high ethical standards, integrity, and fairness. She/he must act in the best interests of the BMF in all contexts, and is responsible for ensuring this culture prevails across the organization's employees and partners.

2. DUTIES AND RESPONSIBILITIES:

The Executive Director reports to the BMF Board. Working closely with the leadership of the BMF Board, the Executive Director's primary responsibilities are as set out below.

2.1 Operational Management

- Ensure that the BMF's organizational structure, operational policies and other business processes are sound and able effectively to deliver on the strategic objectives defined by the BMF Board;
- Exercise authority over personnel and human-resource matters and further strengthen performance management by tracking key performance indicators across the organization;
- Maintain a positive work environment that facilitates collaboration and information sharing and is conducive to attracting, retaining, and motivating diverse talent;
- Lead the Secretariat's internal management committees as the mechanism for ensuring aligned internal leadership and implementation; and
- Effectively manage operational or financial matters to deliver on the mandate of the BMF, including by seeking additional authorities from the Board as may be needed to address risks that arise proactively and effectively.

2.2 Financial Management

- Present annual financial budgets for Board approval that link to operational work plans, and more routinely throughout the fiscal year, multi-year resource projections for the transparent management of resources;
- Work closely with the Chief Finance Officer to ensure the overall transparent and effective financial and administrative functionality of the BMF and its assets; and
- Oversee the management and implementation of all organizational contracts according to Foundation's procurement systems and practices that deliver value for money and focus on

the primary work of the BMF.

2.3 Strategic Leadership and Delivery

The Executive Director will:

- Operationalize, lead and monitor the implementation of the BMF's Strategy, and ensure the effective implementation of program and activities to deliver on the strategic objectives;
- Represent the BMF Secretariat at the highest level, ensuring its role within the media development is well understood, through direct engagement with policy-makers and the execution of an effective strategy;
- In close collaboration with the Office of the Royal Audit Authority, ensure that there are strong fiduciary controls in place to monitor the use of BMF resources;
- Effectively manage risk in the portfolio and the Secretariat's operations, including, but not limited to, the development of rigorous management and communications systems to ensure the implementation of and strict adherence to Board decisions and other BMF policies in a timely manner; and
- Ensure meaningful monitoring and evaluation of BMF programs and performance and the provision of accurate analysis and routine reporting on the impact and performance of the BMF to the Board.

Partner engagement, working with the Board, and mobilizing resources

The Executive Director is responsible for building and maintaining effective alliances as part of a coordinated response to the mandate at the country and international levels. This includes effective interactions with and responsiveness to the full range of public and private partners that are key stakeholders in building and sustaining BMF's mandate.

2.4 Partner engagement

To safeguard and continually strengthen the effectiveness, reputation, and profile of the BMF, the Executive Director will work closely with the Board and its committees to:

- Build and maintain effective alliances and operational collaboration with public and private partners, such as the Media Organizations, government agencies, bilateral donors, non-governmental organizations, the business sector, civil society actors, and communities;
- Represent the BMF and its work with external stakeholders to build effective partnerships with public and private entities to support the work of the Foundation;
- Interact with governments at the highest political level to advocate for an appropriate level of national resources to be directed to media; and
- Maintain effective communications with all stakeholders.

2.5 Mobilizing and sustaining resources

To support the Board in its core function of mobilizing public and private sector donors to support the mission of the BMF, the Executive Director will:

- Provide strategic guidance for resource mobilization and the implementation of the BMF's replenishment mechanism;
- Oversee and advance the development of new funding streams for the Foundation, broadening the donor base and encouraging increased investment in programs from

- implementing countries themselves;
- Ensure the highest level of confidence among public and private donors in the BMF operations and impact to support longer term predictable financing being contributed to the BMF; and
- Engage with other regional groups of implementing and non-implementing countries, communicating the BMF's purpose and aiming to secure their support

2.6 Working with the Board

To support the Board in its strategic leadership of the organization, the Executive Director will:

- Report to the Board on the operational, administrative, and financial aspects of the BMF at each Board meeting;
- Ensure that the Board is made aware, in a timely way, of key strategic and other material operational challenges the Secretariat is encountering in the course of its work;
- Represent the management of the Secretariat at Board Meetings, and ensure effective and timely preparation and distribution of all materials in accordance with Board mandated policies and procedures; and
- Communicate Board decisions to the BMF's staff, and other relevant stakeholders.

3. QUALIFICATION & COMPETENCIES:

- Master's degree or minimum of a bachelor's degree preferably in business administration, public administration, finance, accounting; or a relevant combination of academic qualification and significant experience in a related field;
- Capable of fund mobilization in the national and international arena;
- Minimum of 8 years work experience in human resource management, administration, financial management, project writing, etc;
- Has strong leadership quality with ability to garner team work conflict management;
- Has analytical, good writing and essential computer skills.

4. ADDITIONAL TERMS:

- The Executive Director's performance will undergo an annual review by the BMF Board of Directors, assessing the achievements as outlined in this ToR against measurable key performance indicators (KPIs) and organizational goals.
- If underperformance is identified, the Board will issue a formal notification outlining specific areas for improvement and provide a set time frame for corrective actions.
- Failure to show satisfactory improvement within the given period will require the Executive Director to voluntarily resign.
- This process ensures accountability while maintaining the effectiveness, integrity, and reputation of the Bhutan Media Foundation's leadership.