

# Welcome to the Jungle

Non-Executive Director Candidate Pack



# About Us

We are Jungle Creations - a social first publisher - followed by millions, seen by billions. We have built an ecosystem that is unlike any other.

Jungle Creations ('Jungle') is a social first Group that is proud to deliver great content to people on the platforms they love. We have 115 millions followers across a range of social media platforms including Facebook, YouTube, Instagram, Snapchat and TikTok, as well as 10 million unique users coming directly to our websites on a monthly basis.

In 2018 we completed series A funding round of £3m from Edge Investments, we entered the commerce market through Jungle Commerce (previously BlueCrate.com), we began to monetise YouTube and we entered into a joint venture with Lean Kitchen Network (LKN) to scale the Twisted Delivery brand to five sites in the UK, subsequently transferring assets to the JV and dissolving the original entity.





# Our story

2014 FOUNDED BY JAMIE BOLDING

**March**  
**vt.**  
1M followers

**March**  
**Twisted**  
launched

**May**  
**LVL FITNESS**  
most engaged health & fitness page in the UK

**November**  
**vt.**  
launches new original formats including talent led content

**June**  
Jungle Creations wins best social video  
**CANNES LIONS**

**September**  
**lovimals bluecrate!**  
launch product lines

**February**  
**vt.**  
launches on TikTok +  
Jungle follower count hits 100M across platforms

**September**  
named No.4 in Sunday Times Tech Track 100



Wins Content Marketing Agency of the Year at The Drum Content Awards



**November**  
**Twisted**  
launch a studio at Market Halls on Oxford Street

2015

2016

2017

2018

2019

**March**  
**vt.**  
Launched

**May**  
**Twisted**  
hits 1M on FB, YouTube and Instagram

**August**  
1st month to break 1bn views

**January**  
Jamie named in Forbes 30 Under 30

**April**  
**FOUR NINE CRAFT FACTORY**  
launch with all original content

**March**  
named top media company in FT1000  
Launched Snapchat. Hits 1 M subscribers in 3 months



**August**  
**Twisted**  
signed second cookbook deal

**December**  
Jungle Creations signs year long retainer with MLB

# A modern media business

## OUR BRANDS



## OUR AUDIENCE



**2.5B** video views

**750M** minutes watched

**56M** engagements

monthly across our brands

## OUR CLIENTS



## OUR OFFERING

OWNED CONTENT

BRANDED PARTNERSHIPS

MARKETING SERVICES

COMMERCE

# Successful social first brand

**vt.**

**Twisted**

**CRAFT  
FACTORY**

**FOUR  
NINE**

**L V L  
FITNESS**

**lovimals**

**bluecrate!**

**37 M**

followers



**ENTERTAINMENT**

**380 M+**

Total views



**30 M**

followers



**FOOD & DRINK**

**#1**

Food & Drink  
brand



**27 M**

followers



**CRAFTING**

**Top 3**

UK - Home  
& DIY (2019)



**9 M**

followers



**FEMALE LIFESTYLE**

**60 %**

online female  
publisher market



**2 M**

followers



**FITNESS**

**Top 2**

UK - Health &  
Fitness (2019)



**2 M**

followers



**PET LOVERS**

**#1 most**

viewed Animal  
Channel on FB

**2 M**

followers



**GIFTS**

**1 bn**

views since  
launch





# Role Overview

We are looking for a Non-Executive Director (NED) to join our Board, All Board members should bring the following essential skills and values to the role.

The NED is expected to bring an external, independent perspective to the Board, assist with strategy, help develop the business and ensure that the risks are suitably managed. The NED is expected to challenge and advise the executive directors, in line with the Jungle company values to help them to reach balanced judgements.

What we expect is healthy challenge and that you will be our critical friend by:

- Bringing a strong, independent voice to support our corporate governance.
- Bring an external, independent perspective and advise the Board accordingly.
- Being an ambassador for Jungle.
- Helping us think through how we grow the business.
- Supporting the development of our strategy and ambitions for the future.
- Committing to our aim of becoming a more diverse and inclusive organisation.
- Scrutinise the performance of management against the objectives and values of the company.
- Advise on risk management and internal control frameworks.
- Favouring a working style that is collaborative, transparent, and inclusive.

#### Skills and ways of working:

- Able to operate at a strategic level, bringing insight and interrogation to the development of organisational strategy and taking high-level decisions about the future of the organisation.
- Able to evaluate and manage strategic risk.
- Excellent communication skills and an ability to persuade and influence.
- Good listening skills and an openness to other views.
- Able to think differently, come up with new ideas and challenge existing thinking.

#### Additional skills:

- Provide support on risk management and internal control frameworks.
- Advise on systems which support the integrity and quality of management information.
- Support on governance arrangements and assist with succession planning.



# Responsibilities

- Help Jungle to achieve its defined goals.
- Critique and challenge Jungle's strategy.
- Support value creation.
- Provide valuable market insight.
- Participate in strategy meetings/AGMs with senior staff/shareholders or all staff, including Spring and Autumn Gatherings.
- Help to determine appropriate levels of remuneration of executive directors and senior management and to advise on reward mechanisms.





# OUR COMMITMENT TO DIVERSITY & INCLUSION

We are an inclusive organisation with a global reach, we want this diversity of to be reflected on our board.

We welcome applications from anyone regardless of their age, experience, sexuality, religion/beliefs, disability, ethnicity, heritage, gender and socio-economic background.

Jungle is deeply committed to inclusive working practices, so during the application process we commit to:

- Paying for childcare whilst you're at Jungle's interviews.
- Paying for your travel costs to the office and back for interviews when this is held in person.
- Making any reasonable adjustments - for example ensuring we have a sign language interpreters organised in advance if you'd like them.
- Providing this document in a Word document format readily available to download.
- Offering a guaranteed first stage interview for disabled candidates who meet the minimum requirements for the role with Inclusive Boards.

**If there is anything else you're concerned about or think we could provide, please let us know.**

# ADDITIONAL INFORMATION

## Time commitment

The current Board meets approximately 10 times a year, and holds additional strategy meetings, including with senior staff/shareholders. The NED is expected to be available for ad-hoc advice to the Board on an as-needs basis. The total time commitment per annum is estimated as 24 days.

## Review of the individual

There will be an annual appraisal of the Non-Executive Director as part of the board effectiveness review.

## Remuneration

Earnings are expected to be a minimum of £25,000 pa based on the commitments articulated above.

## Terms of appointment

An offer of appointment will be made once all candidates have been interviewed, and will be subject to satisfactory completion of eligibility checks. If you are offered an appointment you will receive a detailed summary of your main terms and conditions.

## Conflicts of Interest

All candidates will be asked to disclose any actual, potential or perceived conflict of interest, and these will be discussed with the candidate to establish whether and what action is needed to avoid a conflict or the perception of a conflict.

# HOW TO APPLY

The recruitment process is being undertaken by Inclusive Boards on behalf of Jungle. If you wish to apply for this position, please supply the following by 23.59 03/01/2021

- A detailed CV setting out your career history, with responsibilities and achievements.
- A covering letter (maximum two sides) highlighting your suitability for the role and how you meet the person specification. Please note that the covering letter is an important part of your application and will be assessed as part of your full application.
- If you would like to discuss this role informally before applying, please call 0207 267 8369 to speak to Ieva Gruzdyte or Elizabeth Oni-Iyiola.
- [Diversity monitoring form](#) - your data will be stored separately from your application and will at no time be connected to you or your application.

**To submit a full application please send your CV and cover letter to: [Jungle@inclusiveboards.co.uk](mailto:Jungle@inclusiveboards.co.uk)**