

Introduction Video Guidance

The introduction video is an important part of the Herefordshire Chief Executive recruitment process. The Appointment Panel will use the video as one method for sifting candidates alongside application materials. The video is now about production quality, but it is a chance for the Panel to hear from you directly and get a sense of how you think and communicate as a Leader. To ensure you are able to put your best foot forward, we offer the following advice on some practical points.

Length and format

- 2-3 minutes maximum
- Shot on a phone, tablet, or laptop is absolutely fine
- No editing required, though we would advise that you watch the video back and are happy with it before submitting
- Landscape does make the video appear more professional

Using your phone (practical tips)

- Use your rear camera if possible, it's usually better quality
- Prop your phone up at eye level, not below your face, some easy ways to do this involve using: a stack of books, a mug or small box behind the phone, or ideally a phone stand if you have one
- Make sure the phone is stable and won't move if you shift slightly
- Clean the camera lens before you start
- You should ideally look straight at the lens if you can, not down at the screen.

Position and framing

- Sit or stand about arm's length from the camera
- Frame yourself from mid-chest upwards
- Keep the camera level, not angled up or down
- This should feel like a one-to-one conversation.

Lighting (keep it easy)

- Face a window if possible
- Natural daylight is best
- Avoid having a window or bright light behind you
- If filming in the evening, use a lamp in front of you rather than overhead
- If you can see your face clearly on screen, the lighting is good enough.

Sound

- Choose a quiet room
- Close doors and windows
- Silence notifications on your phone or laptop
- You do not need a microphone, just speak clearly and at a natural pace

Background

- A plain wall, bookshelf, or tidy room is ideal
- Avoid busy or distracting backgrounds
- No virtual backgrounds needed
- Neutral and calm works best.

Dress and presentation

- Please dress as you would for a senior interview
- Smart, professional attire is appropriate
- This is about presenting yourself as you would in a formal leadership setting.

What to talk about

- You do not need to repeat your CV, the Panel are interested in:
 - Why this role, now, why Herefordshire
 - How you think about leading through political complexity and change
 - What excites you about stepping into a Chief Executive role
 - You can structure this however you like. There is no script.

Tone and delivery

- Speak as you would in a senior conversation
- Calm, thoughtful, and direct is perfect
- It's fine to pause or gather your thoughts
- You do not need to memorise anything
- Avoid reading from notes or slides. A few thoughts jotted down beforehand is fine.

Before you press record

- Do a short test recording to check sound and framing
- Take a breath
- The strongest videos are usually the simplest and most natural.