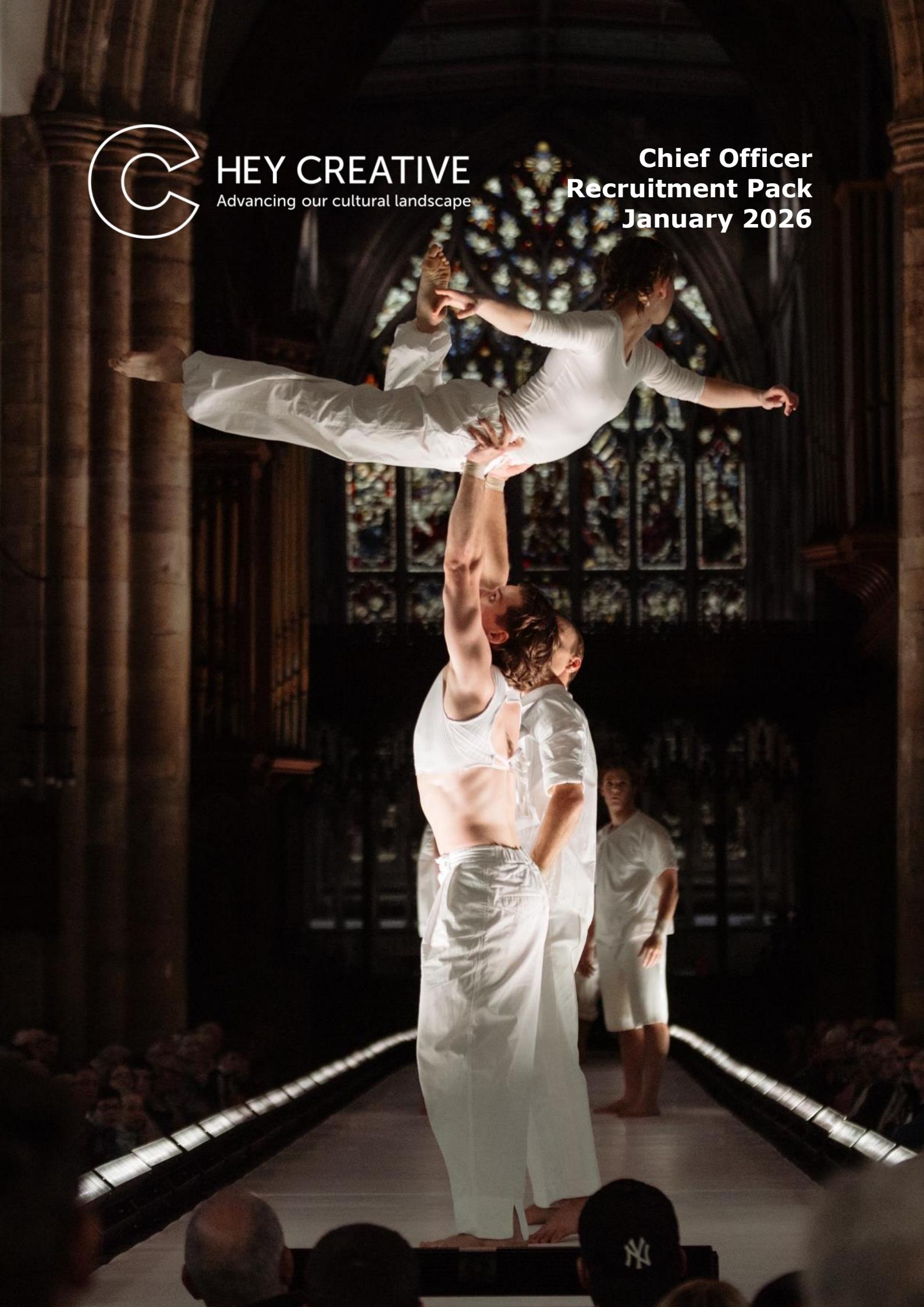




**HEY CREATIVE**  
Advancing our cultural landscape

**Chief Officer  
Recruitment Pack  
January 2026**



# Welcome from the Chair of HEY Creative

Hello, and thank you for your interest in joining [HEY Creative](#).

HEY Creative is Hull & East Yorkshire's Cultural Compact. Compacts are a model, established by [Arts Council England](#) and the [Department of Culture, Media and Sport \(DCMS\)](#), to support a place's cultural sector to grow and develop through cross-sector partnerships and collaboration.

Together, through the power of arts and culture, we can unleash important and valuable potential for individuals, communities, businesses and the wider region. Arts and culture make us happier, healthier people, brings our communities together, and attracts and retains talent for business. **It generates over £100m a year for the region's economy, and has a social impact worth over £1bn annually.**

We're at a pivotal moment as a region – devolution brings increased investment and opportunities for strategic alignment, while continued financial pressures impact our communities and cultural sector alike.

Two years ago, we invested in our first Chief Officer to drive our work forward. The work undertaken during this period, including the introduction of the [Hull & East Yorkshire Creative Charter](#), has positioned HEY Creative as a pioneer amongst Cultural Compacts nationally.

**We're now excited to be recruiting a new Chief Officer** to lead HEY Creative into its next phase, unlocking even greater impact for the cultural sector of Hull & East Yorkshire through partnerships with business, education, healthcare and more.

This is a **freelance role** that requires exceptional leadership, versatile advocacy and a nuanced understanding of both the cultural and regional landscape.

We look forward to receiving your application, by **9am on Tuesday 3<sup>rd</sup> February 2026**.

Best wishes,

Dominic Gibbons

**Chair, HEY Creative  
Managing Director, Wykeland Group**

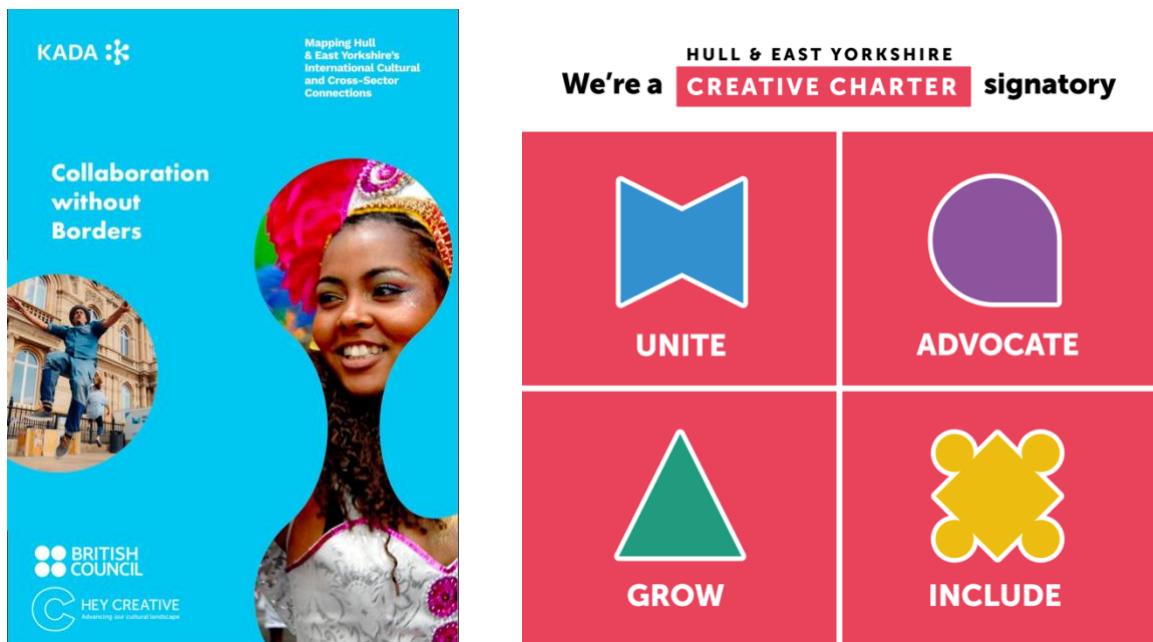


# About HEY Creative

HEY Creative develops the cultural sector of Hull & East Yorkshire through four dedicated workstreams: **Unite**, **Advocate**, **Grow** and **Include**.

## Key success to date include:

- Creating and launching the [Hull & East Yorkshire Creative Charter](#), a free-to-sign and free-to-deliver commitment business can make to back culture in our region - now with over 120 signatories.
- Developing and receiving cross-party support for our [Arts, Culture & Heritage manifesto](#) ahead of the 2025 Mayoral election, and convening and co-hosting the sold-out Culture & Visitor Economy Hustings, attended by all candidates
- The region's first ever research into the economic and social impact of culture across Hull & East Yorkshire, to be launched Spring 2026
- ['Collaboration without Borders'](#), a report into the region's cultural and cross-sector international connections.



HEY Creative is a constituted partnership, with a [voluntary board](#) made up of senior leaders from across a range of sector. Future Humber currently serves as HEY Creative's accountable body, as it explores a likely transition to CIC status.

HEY Creative is funded by Arts Council England, East Riding of Yorkshire Council, Hull City Council, City Health Care Partnership, Hull University Teaching Hospitals NHS Trust, University of Hull, Wykeland Group, Beal Homes, Horncastle Group, HullBID, For Entrepreneurs Only, Future Humber and the NHS Humber and North Yorkshire Integrated Care Board.

HEY Creative's vision, mission and values can be seen on its [website](#), which is currently under redevelopment.

To provide context to potential applicants that would usually be gleaned from an organisation's website, **HEY Creative can provide, upon request**, an adapted version of the **most recent Executive Report** to the Board, and a copy of Arts Council England's recent national **review of the Cultural Compacts initiative**. Requests should be made to [info@hey-creative.co.uk](mailto:info@hey-creative.co.uk) by Thursday 29<sup>th</sup> January.

## The Role: Chief Officer

HEY creative is seeking a talented leader with a proven track record of developing effective partnerships between culture and a range of other sectors. Our new Chief Officer will have an expert understanding of arts, culture and heritage, and how to drive culture on the regional agenda.

We are seeking a dynamic person with a passion for strategic thinking, networking and collaborative working, who understands the unique needs, assets, opportunities and challenges of Hull and East Yorkshire's cultural sector. You will identify and maximise cross-sector partnerships to help culture flourish in our region by brokering and supporting ambitious new connections.

This is a senior strategic role, which will also continue to develop HEY Creative itself, including leading on marketing, fundraising and governance. This post reports to the Chair of HEY Creative's Board.

### **Key duties and responsibilities**

#### **Strategic Development & Delivery**

- Develop and deliver, in discussion with the HEY Creative Board, strategic initiatives to develop arts, culture and heritage through cross-sector partnerships and collaborations
- Create and maintain an annual workplan, and provide project management for, aforementioned initiatives
- Distil national policy, regional priorities and other developments into meaningful insights and tangible activity for the cultural sector
- Navigate opportunities and challenges, both for the cultural sector, and the Compact itself, dexterously and diplomatically
- Work with the cultural and other sectors to gain a comprehensive understanding of the assets, opportunities and challenges affecting

them across our region and in a wider regional, national, and international context

- Identify and gather, or work with partners to gather, key data and evidence across the cultural sector in Hull and East Yorkshire to identify potential gaps and/or areas for development
- Develop and lead a fundraising strategy to ensure HEY Creative's sustainability and longevity, including through a proposed transition to CIC status
- Develop and drive a communications plan to ensure the visibility of the sector, cross-sector working and our impact, with the next year in particular having a strong focus on business and corporates

## **Advocacy & Relationship Development**

- Build relationships with key stakeholders including local authorities, public bodies such as Arts Council England, the cultural sector (including freelancers, non-funded organisations and NPOs), the business community, education, healthcare and VCSE organisations
- Maintain and sustain strong relationships with aforementioned stakeholders, including via monitoring and reporting to funders
- Be an inspiring and engaging ambassador for HEY Creative and the Hull & East Yorkshire cultural sector in various forums locally, regionally and nationally
- Utilise the networks and connections of the HEY Creative Board membership to widen understanding and visibility of the Compact
- Serve on any regional or national boards to represent HEY Creative, or champion the sector, as appropriate
- Engage with peers from other Cultural Compacts (and similar initiatives) informally or via meetings and events convened by DCMS/ACE etc.

## **Governance**

- Inform and brief the HEY Creative board on relevant strategic developments, policies etc. affecting the cultural sector, ensuring they maintain effective oversight of the implementation of HEY Creative's strategic objectives
- Lead on the creation of written reports on behalf of the Board as required, including reporting to funders.
- Identify and implement, in close working with the Board, developments to HEY Creative's governance (which in 2026 will likely include a transition to CIC status)
- Work closely with the Chair to agree agendas and focus of HEY Creative Board meetings, to establish additional working groups as

- required, and to ensure that actions are executed in a timely manner
- Oversee administrative governance elements, such as attendance log, location and timings of Board meetings, in discussion with the Chair

## General

- Maintain financial oversight on all aspects of HEY Creative
- Take initiative and self-direct, managing competing demands
- Demonstrate a commitment to the principles of equality of opportunity, inclusion, and fairness in all matters
- Work within relevant policies, procedures and insurances
- Uphold and embody the mission, vision and values of HEY Creative, working transparently and with integrity
- Provide such other services as may be required and as agreed with the Chair of HEY Creative relevant to the fulfilment of the objectives of HEY Creative

# How to Apply

To apply, please submit:

- **A two page document**, outlining your how you would approach the role to ensure success for both HEY Creative and the cultural sector across Hull & East Yorkshire
- **A CV**, demonstrating your previous relevant experience and working practices
- **Two references** that we can contact if you are offered the role

**Please also complete our Equal Opportunities monitoring form by [clicking here](#).**

Please submit your application to [info@hey-creative.co.uk](mailto:info@hey-creative.co.uk)

The deadline for applications is **9am Tuesday 3<sup>rd</sup> February**

You may also direct any application enquiries about the opportunity to the above email address.

Interviews will take place on **Monday 9<sup>th</sup> February** in Hull

If this date or place is not possible for you, **please tell us** in your application.

# Terms & Conditions

**Fee:** £300 per day, exclusive of expenses

**Proposed start date:** 1<sup>st</sup> April 2026, with opportunity for handover with the current postholder before then

**Days:** 120 days, delivered with regularity across the year by mutual agreement.

**Engagement type:** One year freelance contract with view to extension

**Place of Work:** Either your home base, or co-working space can be arranged in central Hull. You will be required to travel around Hull & East Yorkshire as part of this role and thus access to a vehicle, or some other arrangement (e.g. Access to Work funded transport) will be required.

## Championing Diversity

HEY Creative strives to champion diversity in all its forms.

People from the global majority, who are LGBTQIA+, disabled and/or from low socio-economic backgrounds are particularly encouraged to apply.

People from these groups are currently under-represented in leadership positions within the cultural sector nationwide, and HEY Creative is committed to challenging and changing this.

**Please complete our Equal Opportunities monitoring form** alongside your application to support our continued work in this area.

## Accessibility

If you require this or any further information in an alternative format, please contact [info@hey-creative.co.uk](mailto:info@hey-creative.co.uk)

An audio recording of this pack is available upon request.

You are encouraged to share any access requirements you may have at the interview stage in the covering email/letter of your application.