

HUBBUB

CEO Candidate Pack

October 2026



WWW.HUBBUB.ORG.UK

Registered charity no. 1158700

Welcome

Thanks for your interest in becoming Hubbub's next CEO. The need for Hubbub has never been greater. Climate action is increasingly being pulled into polarising narratives. This creates false choices and makes positive change feel harder and more divisive, even as the evidence of climate and nature breakdown grows harder to ignore. This framing gets in the way of the collective action needed to create change. This is where our work comes in: Hubbub is a 'do tank' that finds common ground creating change.

We are looking for more than steady leadership from our new CEO. We need someone with transformational thinking to cut through the current headwinds. While we are proud of our track record, what got us here won't get us where we need to go. We are looking for an entrepreneurial, courageous CEO who is comfortable taking calculated risks and prepared to challenge long-held assumptions. We need a leader that is willing to challenge our approach, how we operate, and chart a bold and ambitious strategic path.

We believe that people are not the barrier to environmental change. They are instead one of our greatest opportunities to achieve it. Since 2014, we have used this belief and met the climate challenge by designing award-winning, evidence-based campaigns that find the common ground needed to bring people together and genuinely change behaviour.

In that role, we have won numerous awards including the Charity Times 'Charity of the Year' in 2020 and 2023, and are known for ground-breaking partnerships with companies such as Co-op, Virgin Media O2, IKEA and Starbucks. For me, our work with communities is critical to this success. We capture public attention, reaching those not typically engaged with environmental topics, to unlock people power enabling change.

The skills that matter for this role are set out below. But more than any single skill, what we seek is someone who can see this moment as an opening; a chance to redefine the narrative, build momentum for positive change in the environmental space and lead a brilliant team to achieve it.

The role is undoubtedly challenging but will be intensely rewarding and impactful. I hope that you feel excited by the potential and look forward to receiving your application.

Richard Lackmann,

Chair of Hubbub

About Hubbub and our culture

Hubbub is a 'do tank' that finds common ground needed to create change on climate. Our vision is a society where the benefits of climate action are felt by everyone.

This is built on a simple belief: that people aren't the barrier to environmental change, they're one of our greatest opportunities to achieve it.

At a time when climate action is increasingly being used to divide people, we start with the things that bring people together. We bring communities, businesses and public organisations together around practical ideas that make everyday life better today while protecting our environment.

We focus on everyday actions where the potential for impact is greatest, and where we have the track record to prove it, including everyday circularity, nature connection, sustainable diets, community food and greener, warmer homes. And we run practical projects rooted in communities and everyday life, so people can experience the benefits firsthand. It helps us prove change is possible and means successful ideas spread.

Our values

These values are lived by our team, and our work.

Give a damn about the environment: this is authentically at the heart of everything we do because we exist to have a positive impact on climate and nature.

Curious: we're interested in people, places, trends, politics and the world we live in. We ask questions, seek knowledge and have self-direction to discover the answers. We observe and have an eye for detail that enable us to draw insights and apply them for good.

Entrepreneurial: we're nimble, trust our instincts and are brave enough to take managed risks, whilst being willing to accept potential failure. We embrace context and freedom over control and process. We take initiative and are proud of our independent spirit.

Creative: we re-imagine everything, challenge assumptions and bring magic to the everyday. Continually challenging our own status quo.

Playful: we're positive and playful to catch the imagination and make people smile, because the world is serious enough.

For everyone: we find the common ground that enables everyone to engage in climate action. We listen to what's important in peoples' lives to break down barriers and make it worthwhile too.

How we work

We approach things the Hubbub way:

- **Research:** we build ideas based on evidence, insight and intuition. We listen, gather knowledge and connect with the people and places we set out to engage.
- **Collaborate:** we believe the cause is bigger than the organisation, and convening power is one of our greatest strengths. We build collaborations of organisations, big and small, who share our ambition, and bring in specialist skill sets and partners where needed.
- **Design:** we develop bold, visible and engaging ways to tackle problems that are often difficult to solve. Where possible we co-create with the communities we want to engage with. We find the common ground that connects with people, use positive language and highlight the benefits.
- **Experiment:** we constantly experiment, measure and adapt what we do, to find out what has the biggest impact, and we're open about what works and what doesn't.
- **Scale:** We share what we discover. We open source our successes and build transformative opportunities that enable people to replicate and scale for more impact.



Our impact

We're showing that environmental action is politically possible, publicly supported and rooted in communities across the UK. [You can read our latest impact report here](#) along with stories from people who are part of our projects.

**Every 9 seconds we inspire
someone to take action for
the environment.**

Creating grassroots momentum

- 3.5 million actions taken for the environment, from cutting down on dairy to growing in a community garden
- 10,339 people transformed their habits or attitudes for the long term, from switching to reusables to changing the way they cook and eat
- 1,160 community groups supported to drive local climate action
- 1 tonne of food diverted from being wasted every hour – equivalent to 29 million meals

Generating evidence and influence

- 270 decision-makers engaged at our events, from the House of Commons to the offices of multinational food businesses
- Emma Pinchbeck Chief Executive of the Climate Change Committee spoke at the Home Advantage event at the House of Commons
- 682 partners and collaborators across 43 projects
- 25 impact and insight reports shared

Building the public mandate

- Over 27-million views on social and 800 million media opportunities to see, from the BBC and ITV to Men's Health magazine and The Grocer
- 89% of people surveyed reported taking an environmental action as a result of spending time at a nature project
- 88% of those who saw our plant-milk campaign now make an effort to eat more sustainably

CEO responsibilities

The CEO reports to the Board of Trustees and leads the organisation. Working with the trustees and senior leaders, the role's main responsibilities include:

Transformational leadership

The approaches that built our reputation are no longer enough for the challenges ahead, and the Board is giving our new CEO a clear mandate to reshape how we operate, not just refine it. You will challenge long-held assumptions, make bold choices about what we start, stop, and do differently, and take smart risks where standing still is the greater risk. You will bring our team and Board along on the journey, using Hubbub's strong legacy and relationships as a launching pad for a genuinely different future.

Living our values

Live Hubbub's values. Nurture our culture that is purpose driven and built on integrity, transparency and shared accountability. Encourage the team to innovate through small-scale trials that can grow into major campaigns. Embed a culture that celebrates experimentation without fear of failure, and learning from what happens so we can find ways of achieving greatest impact.

Business development and stakeholder influence

Grow income and build strong strategic partnerships that can help Hubbub deliver more impact. Leverage a strong network to build relationships with corporate and philanthropic funders, to win work and secure funding. Embrace collaboration, from large companies to local community groups, leading transformational partnerships across sectors. This involves identifying partnerships that can generate real impact, and ones that bring risk to impact and our mission.

Knowing our sector: behaviour change, community and sustainability

Bring wide expertise across scalable behaviour change, community-led action, sustainability, or adjacent social impact work. Demonstrate strong understanding and insight across UK social and economic trends, and use that to ensure Hubbub effectively reaches and supports people not typically reached through environmental campaigns.

Financial oversight and resilience

Maintain robust oversight of funding pipelines, balance sheets, and financial risk management systems. Ensure a strong pipeline of future income, and that Hubbub's resources deliver maximum impact.

Building Hubbub's reputation

Be a public face for Hubbub. Proactively build Hubbub's external profile, network, and reputation by speaking at events, engaging with media and key stakeholders, and leading external communications that get noticed and open new opportunities.

What we're seeking

We're looking for a CEO who can demonstrate the skills to deliver the above. These skills can have been acquired in any sector, with successful applicants demonstrating the following essential criteria:

- A passion for Hubbub's mission with a demonstrable commitment to our values and ways of working.
- Proven leadership within a complex, dynamic environment, working with a board, senior stakeholders and funders across sectors.
- Outstanding knowledge of scalable behaviour change, community impact, sustainability, or adjacent social impact sectors.
- An engaging, inclusive leadership style combined with a willingness to challenge the status quo and lead strategic evolution.
- Demonstrable experience creating and delivering multi-stakeholder partnerships involving major companies and funders, including personally closing funding.
- Significant contribution to organisational financial and risk management.
- Understanding of, or a willingness to quickly learn, the principles of charity governance.
- An understanding of agency models of working is desired but not essential.

Personal values

Hubbub's success and distinctiveness rests on the quality of our people. No matter where they are in their career, our employees are and should continue to be:

- Intellectually and politically curious and engaged.
- Proud of the work they do.
- Upbeat, motivated by difficult challenges, and tenacious in solving them.
- Creative, innovative and playful.
- Team players, sharing success and solving issues and challenges collaboratively.
- Organised, dedicated and conscientious, with fantastic attention to detail.
- Flexible, willing and able to respond to constant change and challenge.
- Committed to communicating in a way that is compelling, clear, accurate and accessible.

Appointment and application details

For a discussion about the role contact tanya.stevens@alleaders.co.uk.

Applications should be sent to hello@alleaders.co.uk with the subject 'Hubbub Application', and should consist of:

- a concise covering letter detailing your fit to our essential CEO criteria (two pages maximum).
- an up-to-date curriculum vitae.
- names and contact details of three referees (although referees will only be approached at the final stage of the process, and only with your express permission).

The closing date for applications is midday on Friday, 13 November.

Longlisted candidates will be invited to interview with Hubbub's board search committee **online on either 26 November or 2 December 2026.**

Shortlisted finalists will then be invited to an **in person team panel session followed by an interview with Hubbub's board search committee on 8 December 2026.**

An appointment will be made subject to receipt of satisfactory references.

Salary: £90,000 - £100,000 plus 5% pension contribution and benefits.

Contract: Full-time, permanent contract

Location: Flexible with regular attendance at London HQ (Somerset House), plus team events, board and stakeholder meetings.

Reporting to: Chair of Trustees

Hubbub is committed to providing equality of opportunity both in employment and access to our programmes, events and activities. This means that:

For all job opportunities and progression, job applicants and employees will receive equal treatment regardless of age, disability, gender reassignment, marriage and civil partnership, pregnancy and maternity, race, religion or belief, sex, and sexual orientation.

The above equally applies to access to development and training opportunities. All programmes will be designed to be actively inclusive and accessible to all people.

In recruitment, selection criteria and procedures are regularly reviewed to ensure that individuals are treated on the basis of their relevant merits and abilities. We aim to follow best practice in recruitment and, where appropriate, use tools including blind screening to mitigate potential unconscious bias in job shortlisting and/or recruit through an agency specialising in inclusive recruitment.

Hubbub annually records team diversity data via an annual survey, the results of which are published via [The Race Report](#).