JULIE'S BICYCLE

JULIE'S BICYCLE CHIEF EXECUTIVE APPOINTMENT BRIEF

September 2026

Creative. Climate. Action

WELCOME

In 2007, a group of music industry friends joined forces to discuss how the industry could and should react to the climate crisis. That same year, Julie's Bicycle (JB) became an organisation, grounded in the urgent need to tackle the climate crisis, and understand what the creative and cultural community can do to help.

JB is a one-of-a-kind organisation, connecting creatives, policymakers, climate practitioners, and cultural stewards to shape and influence the world we live in.

As long-standing Trustees, we have seen the immense role that the arts, cultural heritage, and the creative community play in shaping how we view, interact, and engage with the world. With our Founder stepping down as CEO after 19 inspirational years, JB is now searching for our new visionary leader and collaborator to take us into the next phase of our organisation's journey.

More than ever before, community and connection are central to creating positive impact, and these principles are central to JB's team ethos and practice. To-date, JB has worked with over 2000 organisations and 300 individual changemakers globally, to ensure that people, places, and policies are equipped with the knowledge and power to drive sustainable change.

Nearing our 20th anniversary, JB's vision for a just and regenerative future remains the same, but the context within which we exist is forever evolving. We are at critical crossroads for the future of our climate, and our solutions and leadership must remain agile, innovative, and justice-led if we are to truly create a fair and sustainable future.

This is an opportune moment for a new CEO to lead and deliver on JB's mission, putting culture at the heart of climate action, working to empower, enable, and lead a brilliant team of people who all share a passion and a commitment to work towards a sustainable future.

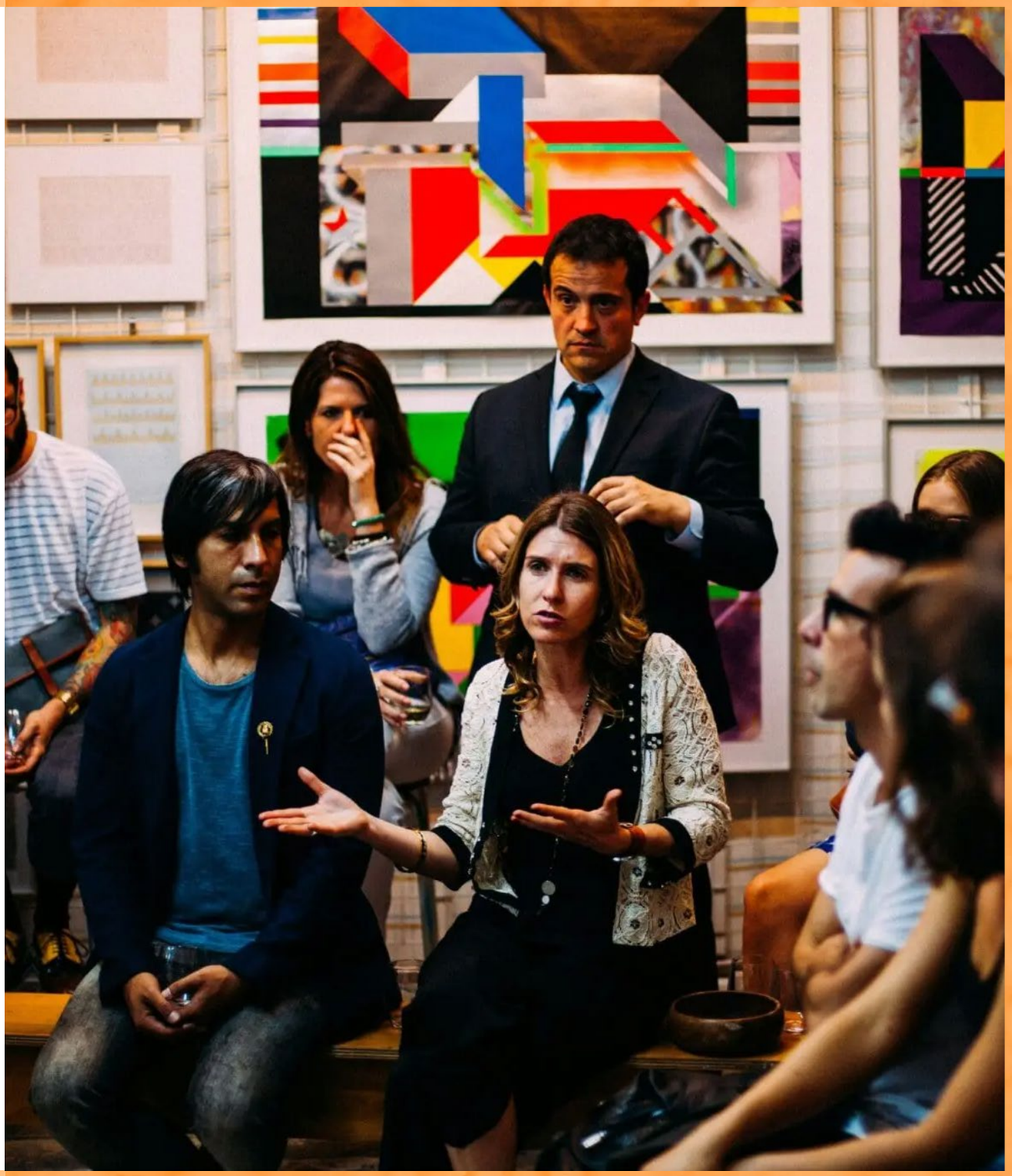
We hope you find this brief interesting, ambitious, and exciting, and we look forward to hearing from you.

Yours sincerely,

Abbi & Tony

Abbi Knell
Trustee and Interim Chair

Tony Wadsworth CBE
Trustee and former Chair (2013-2025)



ABOUT US

Julie's Bicycle is a pioneering not-for-profit organisation, mobilising the arts and culture sectors to take action on the climate crisis. For nearly two decades, we've been at the forefront of the creative climate movement – one of the first to position culture as a powerful force for radical change.

Culture challenges, inspires and moves people. It connects us to the world we live in now, and the world we want to see. It shapes how we think, feel and act. That's power, and that's why we put culture at the heart of climate action. We focus on tackling the root causes of the climate, nature, and justice crises by shaping thinking, informing policy, and scaling practical solutions.

We combine cultural and environmental expertise to support high impact programmes, build community and generate useful insights for policy-makers and enablers. We are part of a highly networked community of international change-makers.

Together, we turn creativity into a powerful force for a just and regenerative future.

Our work

JB's unique value lies in how culture shapes change. We mobilise artists, creative industries, and cultural institutions as powerful forces to inspire and drive climate action.

We lead climate action through training and consultancy, strategic leadership programmes, cross-sector campaigns, and pioneering projects that equip artists, organisations, and policymakers with the tools, knowledge, and confidence to take transformative action.

Our work can be defined by three key areas:

Creative Climate Programmes
Our programmes are designed to build leadership, capacity, and sustainable practices across the arts and culture sector. Tailored to the unique needs of institutions, individuals, and networks, each programme offers the tools, training, and frameworks necessary to drive climate action with confidence and impact.

Creative Climate People
At the heart of every cultural transformation are the people driving it. Through our Creative Climate People programmes, we support artists, organisations and practitioners to take bold, creative leadership on the climate, nature and justice crises. From first steps to sector-shifting action, we equip changemakers with the skills, networks and confidence to lead. We also offer tailored pathways for board-level leaders, building managers, regional policymakers and individual practitioners – helping shape a diverse, resilient movement for change.

Creative Climate Policy
We work in partnership with cultural and environmental policymakers to drive systemic change at local, national, and international levels. Through groundbreaking research, international roundtables, and policy advocacy, we ensure that culture is at the heart of climate action.

To learn more about our history, **please click here**.

OUR MISSION AND VISION

Our mission

JB unites culture, creativity and climate action to drive change.

Our vision

Culture and creativity at the heart of climate action to transform our future now.

PHOTO: RAPHAEL NEAL

OUR VALUES AND BELIEFS

Culture convenes and inspires

Arts and culture connect with hearts and minds, and fuels our imagination.

Culture meets science

When creativity is grounded in evidence, we unlock powerful, measurable climate solutions.

Culture leads

The cultural community can model the change the world needs.

Culture shapes change

The climate crisis is also a cultural crisis. Changing how we tell our stories and live our lives is key to transforming our future.

Culture demands justice

We centre the voices of those most impacted, using culture to challenge inequality and repair harm.

Culture is collective

Creative climate action is a global movement that thrives when we act in unison with purpose, turning individual efforts into collective power.

PHOTO: JORDAN PITT

PHOTO: RAPHAËL NEAL

OUR IMPACT

Our tools, training and consultancy work have empowered thousands of people and companies worldwide, from multinationals to micros, commercial enterprises to publicly funded organisations.

We are proud of the impact we have made to date, whilst also appreciating there is more to do. Below are key impact measurements that demonstrate our some of our reach and influence.

- 50,000+ people engage with our programmes, projects, events and campaigns each year
- 90,000+ users reach our digital platforms annually
- 2,000+ organisations across 20+ countries track their environmental impact with our Creative Climate Tools
- 250 alumni Creative Climate Leadership alumni across 26 countries
- 50+ speaking events externally each year to champion culture's role in climate action
- 1M+ people reached by Season for Change through media and public engagement
- 250+ resources available in our Resource Hub, the world's largest environmental library for arts and culture

Some of our impact highlights include our work with Arts Council England, supporting roughly 1000 organisations on their climate and sustainability commitments:

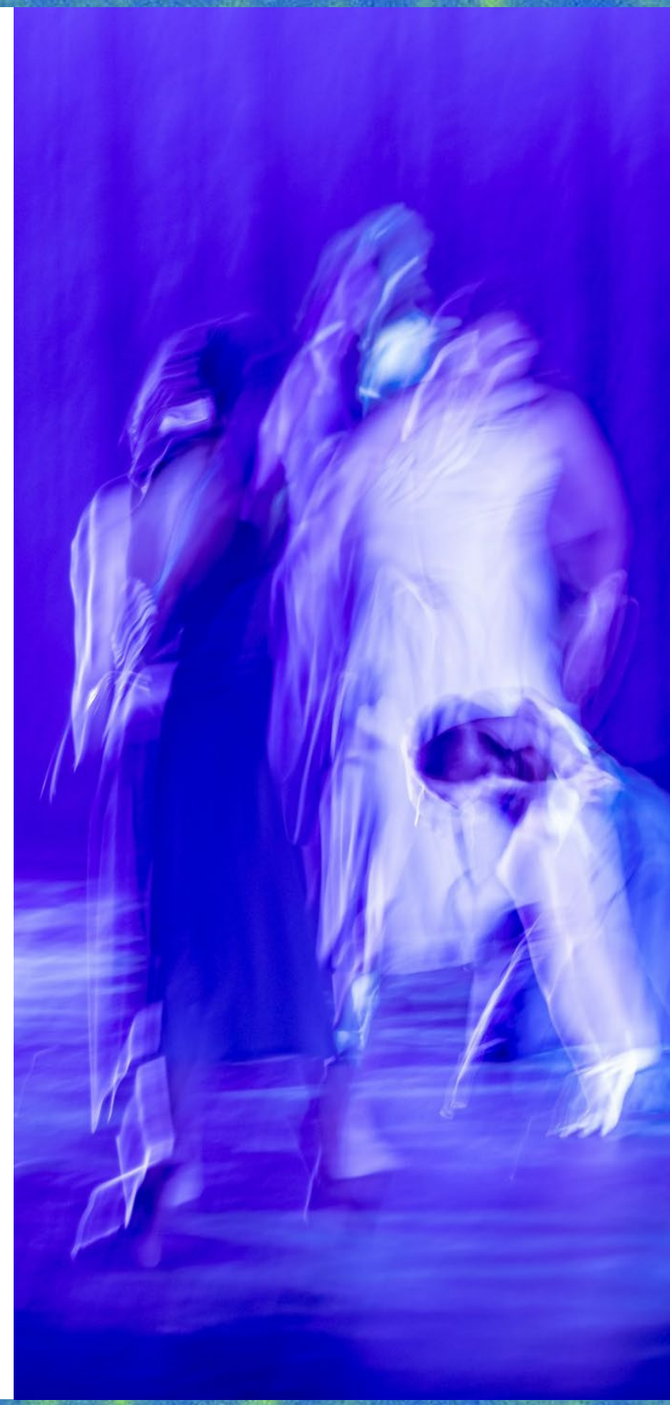
- 94% of funded organisations now include environmental sustainability in their core business strategy
- 74% have created or programmed work exploring environmental themes
- 59% of organisations have appointed board level champions to oversee environmental progress
- 72% have taken steps to be more energy efficient
- 50% average emissions reduction across the reporting portfolio since 2012
- 68% of organisations collaborate with other cultural organisations on environmental solutions.
- 47% have experienced financial benefits from their environmental progress.

For further reading on our impact, please click here.

For deeper reading on the Culture, Climate and Environmental Responsibility Annual report 2024/25, please click here.

PHOTO: JORDAN PITT

PHOTO: RAPHAEL NEAL



OUR STRATEGIC PRIORITIES & THEORY OF CHANGE

Julie's Bicycle is currently renewing its strategy and theory of change, making this a pivotal moment for a new Chief Executive to join. The successful candidate will have the opportunity to help refine the organisation's strategic and operational direction, ensuring it remains agile, innovative, responsive to changing need and clearly focused on impact.

As part of this process, we will review our recent strategic priorities and consider how best to build on our leadership role in the sector, while continuing to deliver clear climate solutions. For example, as mitigation becomes more embedded across the sector, we will deliberately focus on climate and environmental areas which are less universally understood - such as exploring and developing the role of the cultural sector in resilience and adaptation; the emerging impact of AI in climate work and how place-based and community-led approaches can contribute to a just and regenerative future.

We will seek out emerging ideas, bring together a wider ecosystem of organisations, and support the creative and cultural community to channel its skills, imagination and influence into meaningful climate action.

We will continue to strengthen creative responses, drive policy change, scale impact across the sector, grow climate leadership and better measure, communicate and learn from JB's impact.

PHOTO: RAPHAEL NEAL

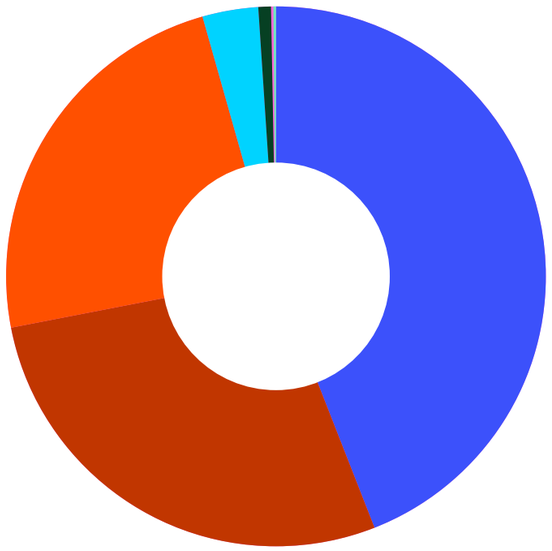
OUR FINANCES

Julie's Bicycle is in a stable financial position, with total income of £1.63m and expenditure of £1.59m reported for the year ending 31 March 2025.

Income is drawn from a range of sources, with the majority generated through grants, alongside contracts, donations, earned consultancy, trading and investment income.

JB continues to maintain a reserves policy that sets general unrestricted funds at a level equivalent to three months of operating costs and winding up contingency. We have recently invested some of our reserves into our organisational development, to ensure we have appropriate resource and skills in our team as we transition to a new permanent Chief Executive.

Julie's Bicycle Core Income Streams (Year Ending 31 March 2025)



OUR GOVERNANCE

Julie's Bicycle is a Company Limited by Guarantee and registered charity governed by a Board of ten Directors, who also serve as Trustees.

Our Board are entering a period of thoughtful and planned renewal, following the transition of our long-term Chair into a Trustee role. The Board is currently led by a long-standing Trustee as Interim Chair and is undertaking a planned governance refresh, which has included new Trustee recruitment. This includes the recent introduction of three-year Board terms, alongside a continued focus on strengthening good governance practice and ensuring the Board has the right balance of skills, perspectives and experience for the next stage of the organisation's development.

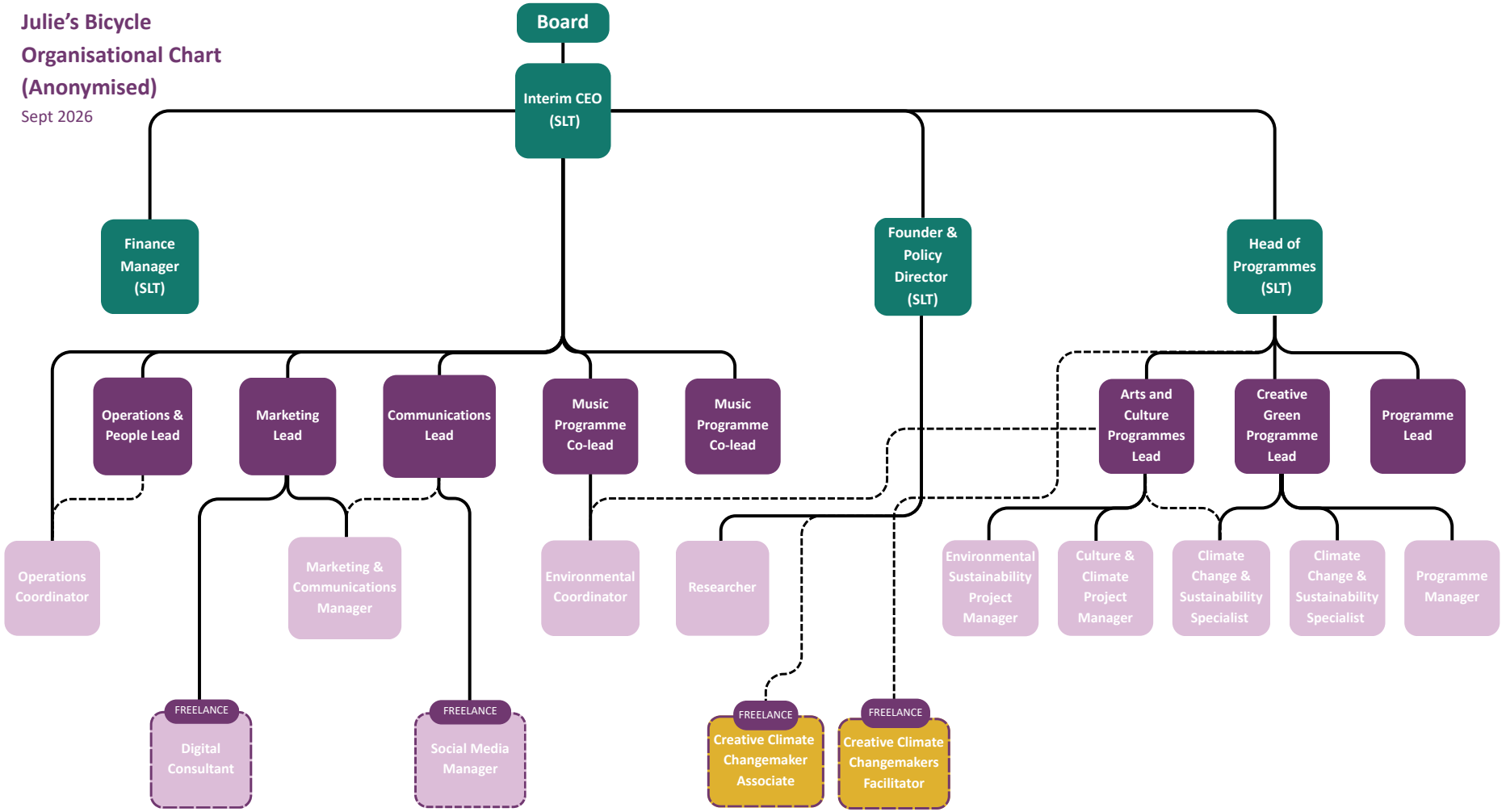
The Board brings diverse insight across climate, culture, commercial practice and organisational leadership, with two new Trustees having recently joined and a further two expected to join in September 2026. There is a strong and constructive relationship between the Board and the leadership team, providing a positive foundation for the incoming CEO as they help shape Julie's Bicycle's future direction.

To learn more about the JB Board and Team, please click here.

PHOTO: ELLA MAYAMOTHI

OUR STAFF TEAM

We have a talented and diverse team of 25 staff, united by strong values, a positive and inclusive culture, and a shared passion for delivering meaningful impact.



BACKGROUND

This is a defining moment for Julie's Bicycle. After 19 years of inspirational founding leadership, the organisation is entering a carefully planned transition and seeking a Chief Executive who can honour a distinctive legacy while shaping a bold next chapter.

JB is already trusted across culture and climate as a pioneer, catalyst and connector: bringing people together, turning insight into action, and helping the creative and cultural sector recognise its power and responsibility in responding to the climate, nature and justice crises.

The new Chief Executive will join a talented and passionate team, a committed Board and a respected network of partners just as JB renews its strategy and theory of change. There is real scope to sharpen priorities, clarify where the organisation can have greatest impact, and position JB with confidence in an increasingly evolving and crowded market. This will mean articulating its distinctive proposition simply and boldly, building on the recent rebrand and values, and making clear the breadth and integrated nature of its approach.

JB has the opportunity to differentiate itself by bringing together insight, convening, leadership and practical action in ways that few others do – across the full breadth of the cultural sector – so that staff, partners, funders and stakeholders can clearly see what JB does, why it matters and how it creates change.

This Chief Executive role is both outward-facing and deeply organisational. Externally, the Chief Executive will be a visible and credible advocate across culture, climate and environmental networks: building partnerships, engaging funders and policymakers, speaking publicly and advocating persuasively for culture's role in climate action. Internally they will help JB move into its next stage of maturity following a period of growth; imbedding effective systems, strengthening leadership capability alongside decision-making, delegation and accountability while protecting the inclusive, creative and values-led culture that makes the organisation special.

Financial sustainability will be equally important. Fundraising sits closely with the Chief Executive, who will have the opportunity to grow strategic partnerships, diversify income and develop more multi-year funding relationships, particularly across the climate and environmental funding landscape.

Our founding Chief Executive, Alison Tickell, has successfully stewarded JB's pioneering work at the intersection of culture and climate action in the UK and internationally and will remain an integral part of the JB family. Alongside an Interim Chief Executive, she will move into a part-time role until the end of 2026, focusing on high-level international policy and systems change advocacy while supporting the leadership transition. JB plans to honour Alison's leadership and celebrate our 20th anniversary with a celebratory event in early 2027.

This is an opportunity to boldly and strategically lead a pioneering organisation with imagination, clarity and care: protecting what makes JB distinctive, strengthening the foundations that will help it thrive, and bringing people with the organisation as it turns the power of culture into meaningful and lasting climate action.

JOB DESCRIPTION

Role Purpose

The Chief Executive will provide strategic and organisational leadership to Julie's Bicycle, working closely with the Board, staff team and wider network to deliver the organisation's mission and maximise its impact at the intersection of culture and climate.

The Chief Executive will shape and lead the organisation's next phase of development, translating its strategy and theory of change into clear priorities, strong partnerships, sustainable income and measurable impact. They will be a credible and passionate advocate for JB, representing the organisation with funders, policymakers, cultural leaders, climate and environmental organisations, and other influential stakeholders.

Alongside this external leadership, the Chief Executive will ensure that JB has the organisational foundations, leadership capacity, financial sustainability and culture needed to deliver its ambitions effectively.

Key Responsibilities

Strategic Leadership and Organisational Development

- Work with the Board and staff team to develop and deliver JB's strategy and theory of change.
- Provide clear vision, direction and priorities, ensuring JB remains focused on where it can have greatest impact.
- Identify emerging opportunities and challenges and ensure JB remains agile, innovative and relevant.
- Translate strategy into clear plans, outcomes and learning, and strengthen how JB measures and communicates its impact.
- Articulate JB's distinctive proposition and strengthen its position within an increasingly competitive landscape.

External Leadership, Influence and Partnerships

- Act as a visible and credible advocate for JB across culture, climate and environmental sectors.
- Build strong relationships with cultural organisations, policymakers, funders, government and other strategic stakeholders.
- Advocate persuasively for the role of arts and culture in responding to the climate, nature and justice crises.
- Convene people and organisations, building collaboration, partnerships and collective action.
- Represent JB at relevant national and international events, conferences and policy forums.

Fundraising and Financial Sustainability

- Lead JB's fundraising and income generation strategy alongside the Board and staff team.
- Develop and maintain strong relationships with existing and prospective funders and strategic partners, communicating JB's distinctive value compellingly.
- Diversify income and identify new funding opportunities.
- Ensure financial sustainability informs strategic and operational decision-making, with appropriate oversight of budgets, risk and long-term financial planning.

Leadership and People

- Lead, motivate and empower a talented and values-led staff team.
- Strengthen leadership capability across the organisation, particularly supporting managers and enabling greater distributed leadership.
- Support the culture of collaboration, trust, accountability, inclusion, learning and continuous development.
- Ensure people, structures and ways of working evolve in line with JB's strategy and ambitions, shaping and adapting the organisation and structure as needed to ensure it is equipped to deliver its future goals.
- Model JB's values through an inclusive, reflective and collaborative leadership style.

Governance, Operations and Risk

- Work effectively with the Board, providing clear information to support strong governance and strategic decision-making.
- Ensure JB meets its legal, regulatory and charitable obligations and maintains high standards of governance.
- Oversee finance, people, systems, operations and risk, ensuring these provide strong foundations for delivery.
- Identify and manage strategic and organisational risks with the Board.

PERSON SPECIFICATION

Experience and Track Record

Strategic and organisational leadership

- Significant senior leadership experience, ideally as a CEO, Executive Director or equivalent.
- A strong track record of developing and delivering organisational wide strategy and translating it into clear priorities, outcomes and impact.
- Experience of leading through change, growth, organisational development or strategic renewal.

Influence, partnerships and external engagement

- A strong track record of building strategic partnerships across organisational and sector boundaries.
- Experience of influencing practice, policy or systems and working with senior stakeholders.
- Experience of representing an organisation with credibility and authority in public-facing environments.
- Experience of working with funders, government, policymakers, cultural institutions or other influential stakeholders would be valuable.
- Experience of bringing together different perspectives, disciplines and stakeholders around shared outcomes would be valuable.

Fundraising and financial sustainability

- Demonstrable experience of fundraising, income generation or securing significant financial support.
- Experience of developing funder and strategic partner relationships and diversifying income.
- Strong financial understanding and the ability to balance ambition, impact and financial sustainability.

Skills and Capabilities

Strategic thinker

- Able to see the bigger picture, identify what matters most and make clear, timely decisions.
- Able to anticipate change and respond with agility, creativity and sound judgement.

Influential communicator

- An exceptional communicator, able to convey complex ideas with clarity, conviction and authenticity.
- Able to engage and influence senior stakeholders and advocate compellingly for the role of culture in climate action.

Collaborative and connective

- Naturally collaborative, with the ability to build relationships across sectors and perspectives.
- Skilled at convening people, building consensus and enabling others to contribute.

Organisational leader

- Able to empower others, delegate effectively and build leadership capability throughout an organisation.
- Able to balance pace and decisiveness with consultation, reflection and learning.

Commercial and entrepreneurial

- Commercially astute, with a strong understanding of income generation, financial sustainability and organisational resilience.
- Entrepreneurial and able to identify and pursue new opportunities while managing risk responsibly.

Leadership Approach and Values

- Deeply committed to climate and social justice and to the role of arts and culture in creating a more just and sustainable future.
- Values-driven, authentic, thoughtful and able to lead with integrity and humility.
- A people-centred leader who genuinely enjoys developing and empowering others.
- Self-aware and reflective, with a growth mindset and openness to challenge, feedback and continuous learning.
- Comfortable operating in complex and changing environments, with curiosity and the confidence to learn and adapt.
- Confident and decisive without being hierarchical, and able to speak truth to power while bringing people with them.
- Committed to equity, diversity, inclusion and justice, both within JB and through its wider work.

Cultural and Climate Knowledge and Understanding

We expect our CEO to demonstrate a strong understanding of the relationship between culture, climate and wider social and environmental change, and to bring a deep knowledge and experience of the UK cultural landscape and key institutions and stakeholders, or a deep knowledge and experience of national and international climate policy and advocacy environments.

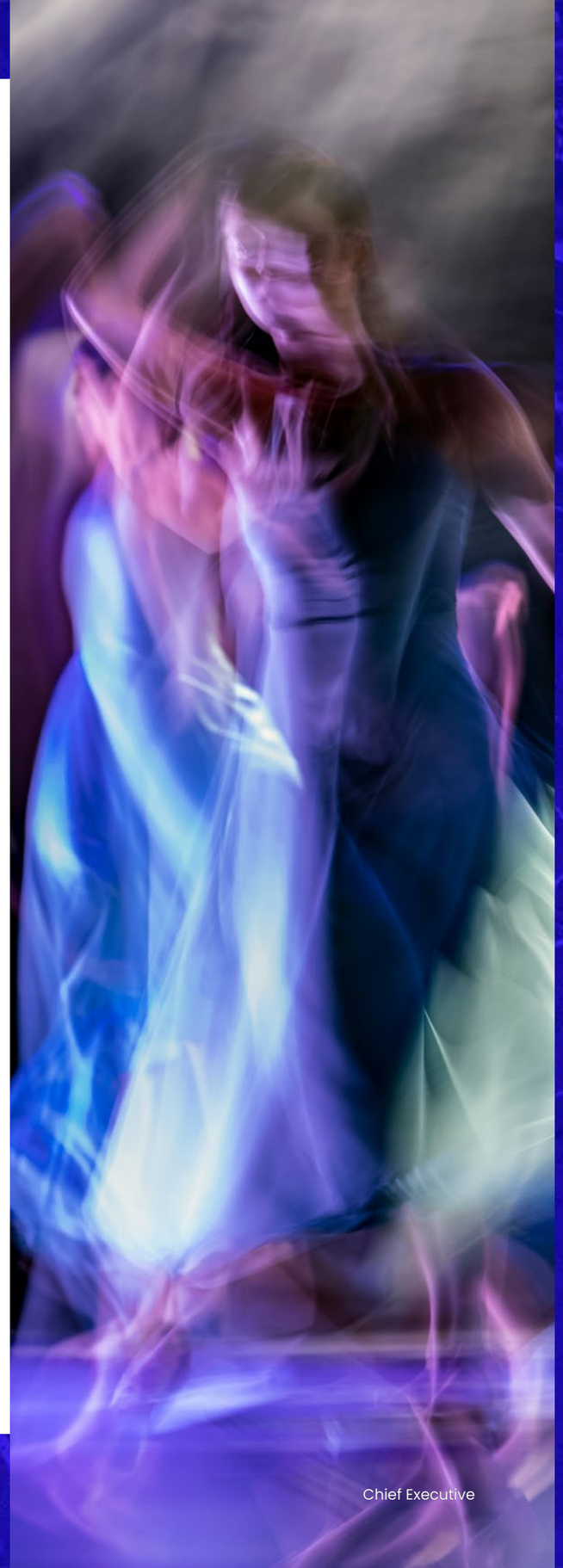
However, we are also keen to hear from you if you are passionate about the intersection of culture and climate/environmental issues, but would benefit from a period of phased support to fully immerse yourself in the breadth of issues, sectors and contexts in which JB operates.

Essential

- Understanding of how organisations can influence both practice and wider systems change.
- Understanding of the role of partnerships, policy, advocacy and collective action in creating systemic impact.

Desirable

- Experience working at the intersection of both culture and climate/environmental issues.



Terms

Contract: Permanent

Hours: Ideally Full Time. 4 days a week or flexible working may be considered

Location: London, Somerset House

Hybrid: Yes, ideally 1-2days in London a week

Remuneration: £76,000, with annual salary review

Pension: 6% Employer Contribution

Annual Leave: 25 days annual leave plus bank holidays

Travel: some project based and or conference travel may be require in the UK/Europe or further afield, estimate 10-15% of time

Other Benefits:

Annual £250 cultural entitlement for arts and culture events (pro rata)

One hour per week dedicated to personal wellbeing (0.5 days a month)

Flexible working

Paid training opportunities

Christmas Closure (typically 5 days or more)

Fully paid Keeping in Touch days

Company Sick Pay (OSP): Generous paid leave structure scaled by tenure in any rolling 12-month period:

- Up to 1 year of service: 2 weeks full pay
- 1 year of service: 1 month full pay
- 2 years of service: 2 months full pay
- 3+ years of service: 3 months full pay

Birthday Leave: An extra full day off on your birthday

Special Leave: Up to 10 days of paid or unpaid special leave (granted at absolute discretion) for domestic issues, serious relative illness, or bereavement

Somerset House Resident Perks: Access to discounted public and residents-only cafes and bars, centralised sustainability initiatives, and year-round access to world-class art exhibitions, films, and cultural performances

Equality and Diversity

We actively encourage applications from people of all backgrounds. We are committed to building a workforce which is representative of our society, and to bringing together individuals with a wide range of perspectives, skills and experiences.

We are particularly keen to hear from people of colour and those who self-identify as disabled. As an Equal Opportunities Employer, we welcome applications from all suitably qualified individuals regardless of race, gender, disability, culture, religion/belief, sexual orientation, or age.

PHOTO: RAPHAËL NEAL

HOW TO APPLY

To arrange an informal and confidential discussion to explore the role in more detail, please contact Ami Jenick at People Beyond Profit via email ami@peoplebeyondprofit.co.uk or phone +44(0)7957316541.

To formally apply, please upload your CV along with a 1000 word (max) supporting statement, outlining why you are interested and how you meet the points in the person specification via the following link: peoplebeyondprofit.co.uk/jobs/jbceo

Please ensure that you have included any dates when you will not be available or might have difficulty with the recruitment timetable.

Recruitment timeline

Closing date: 18 October 2026

People Beyond Profit Conversations: 22 October–5 November 2026

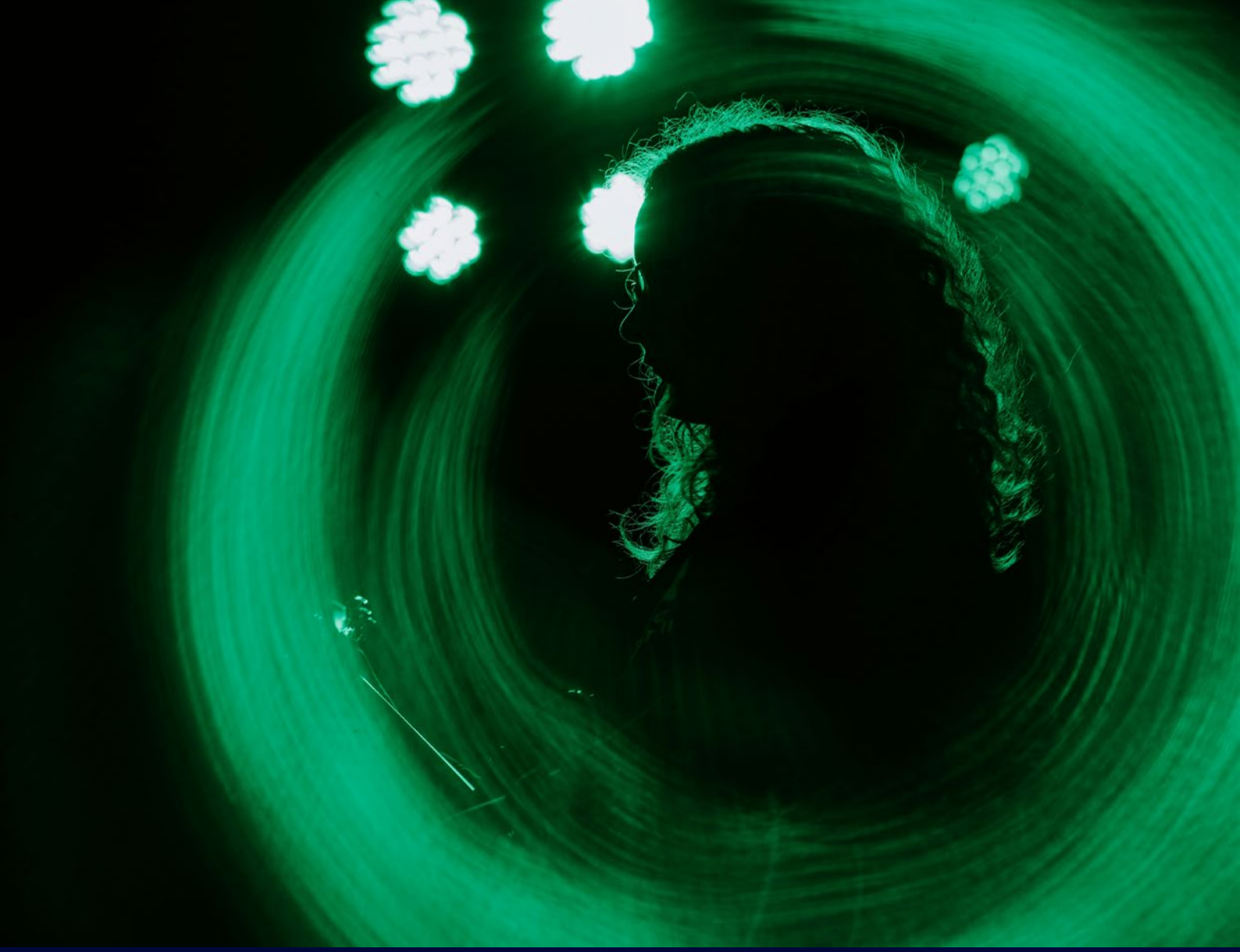
Julie's Bicycle Panel interviews:

First Stage: 12 November 2026

Second Stage: 19 November 2026

Use of AI in Applications
While we understand that some people may use AI tools for accessibility (and recognise and support that many assistive technologies may use elements of AI), we ask candidates to consider what tools are most appropriate during the application process. For example, we recognise the value for many people of machine learning language tools like Grammarly. On the other hand we would discourage the use of generative AI tools in writing your application, as we'd like to understand your personal interest in working for Julie's Bicycle, and be able to understand your non-AI-assisted communication skills just as they are. We also recognise that for many of the people and creative communities we work with, the rise of generative AI poses a threat to their livelihoods, while the environmental impacts of AI are only set to grow: this means we also have a responsibility as Julie's Bicycle to consider where and when (and if) we use AI in our work.

People Beyond Profit are committed to supporting our clients build more inclusive teams. To understand how we are performing, we ask that you kindly complete the brief equal opportunities questionnaire when you submit your application via our website. Please be assured that your responses are kept confidential, separate from your candidate record, are not part of any application you make.



People Beyond Profit

JULIE'S BICYCLE