

## **HUMBER FREEPORT – CHIEF EXECUTIVE OFFICER**

### **ROLE PROFILE**

#### **Purpose of the Role**

This is an outstanding opportunity for a professional who recognises the significance and importance this role will have for the Humber region.

Acting as the Freeport's chief promoter and advocate, the CEO will play an instrumental role in promoting the Humber region to investors, driving traction and development across all its tax sites. They will create tangible, commercial opportunities for the region, influencing private sector organisations to relocate to the Humber, scouting opportunities and promoting tax benefits to create jobs, regeneration, and innovation.

The CEO will provide strong leadership for the Humber Freeport and high-quality advice and support to its Board, ensuring that the organisation delivers on its short-term and long-term objectives.

This role will act as the Strategic Lead and be responsible for day-to-day operation of the Humber Freeport, ensuring that it is effective and efficient in its delivery, meeting all statutory duties and responsibilities.

#### **Main Responsibilities**

Reporting to the Chair, the CEO will be responsible for the creation and leading of their team to deliver the Humber Freeport's objectives including:

- To be accountable for the effective strategic and operational performance meeting with the requirements of the Humber Freeport Strategy and Government's Freeport policy objectives, through the business planning process and including effective budgetary management.
- Strategically lead and develop the Humber Freeport as a hub for global trade and investment to achieve the delivery of Humber Freeport's strategic objectives. Create a clear way in which new sources for international investments are managed and assessed by establishing clear key performance targets and innovative ways of working.
- To be accountable for strategic and technical advice to the Humber Freeport Chair and Board Members and other key stakeholders on policies, performance and budget. Ensuring the efficient delivery of services and appropriate communication and dialogue takes place and that the Chair and Board are fully apprised of progress on delivery and the effective governance of the organisation including the discharge of the Humber Freeport obligations regarding security, crime prevention.
- To be accountable for maintaining effective partnerships and working relationships, including with statutory, voluntary, private agencies and communities where appropriate, to promote the work of and meet the Humber Freeport's objectives.
- To be responsible for monitoring and evaluating progress, projects and work streams and other matters of compliance as defined by and in line with Government requirements.
- Leads the development of a holistic commercial approach, managing costs, generating income and the development of new commercial initiatives and delivery models.

The CEO must appreciate the social and economic benefits this investment will bring to the Humber region in the short, medium and long-term. They must recognise the impact it will have on the

levelling up agenda and ensure the commercial benefits of the programme are recycled and distributed effectively and appropriately.

They will ensure that the commercial opportunities are developed and maximised over time. In doing so they will create a legacy for the region, creating a renowned business hub that is synonymous with innovation and sustainability.

This job description sets out the duties and responsibilities of the job at the time when it was drawn up. Such duties and responsibilities may vary from time to time without changing the general character of the duties or the level of responsibility entailed.

## PERSON SPECIFICATION

	ESSENTIAL	DESIRABLE	HOW MEASURED
<b>EXPERIENCE</b>	Strong track record of leadership at a senior level within a complex and high profile organisation.	Experience of reporting to a non-executive Chair and board.	<b>App/Int</b>
	Experience of forming strong working relationships with the private and public sectors at a local, regional, and national level.	Experience of working with investors to deliver regional investment and infrastructure.  Experience of driving new investment and economic opportunities within a region.  Experience of international trade and inward investment.	
	Experience and evidence of delivering a commercial culture, managing costs, and the development of new initiatives and delivery models.	Experience of developing plans, structures and policies within a newly formed organisation.	
	Experience of working with public and private sector partners to develop regeneration and 'place shaping' strategies.	Experience of working closely with elected politicians at a local or regional level.	
	Demonstrable experience of developing and delivering business strategies and plans for growth.	Experience of working with multiple government departments or agencies.	
	Experience of managing complex budgets and of sound financial management.		
	Experience of developing high quality policies and strategies in order to achieve the strategic outcomes of the organisation in		

	accordance with statutory requirements.		
<b>KNOWLEDGE AND UNDERSTANDING</b>	An understanding of and a demonstrable commitment to leading and delivering economic change.	An understanding of the challenges and opportunities within a geographic area like Humberside.	<b>App/Int</b>
	A sound understanding of financial management and operation.	An understanding of 'place marketing' and brand building.	
	An understanding of the key policy drivers within local and central government.	An understanding of the opportunities presented by a Freeport.	
	Knowledge and experience of driving creativity and innovation by empowering the workforce.		
	Knowledge of how to develop coalitions to leverage private and public sector involvement.		
<b>SKILLS AND ABILITIES</b>	The ability to converse at ease with customers and partners and provide advice.		<b>App/Int</b>
	The skills to lead and deliver sustainable, collective high performance through inspirational leadership, the setting of clear priorities and a strong approach to performance management.		
	Excellent communication and presentation skills, and the ability to act as an ambassador for the Humber Freeport.		
	The ability to build strong and collaborative working relationships with public and private sector partners at local,		

	regional, national and international level.		
	The ability to make informed and balanced judgements on key economic issues considering long-term implications with a broad view of issues, identifying opportunities and key risks.		