

**MARLOWE
THEATRE**

marlowe theatre

RECRUITMENT PACK

INTERIM DIRECTOR OF AUDIENCES

THE MARLOWE THEATRE

ABOUT US

The Marlowe Theatre, Canterbury is one of the UK's most successful large-scale regional theatres (UK Theatre of the Year in the Stage Awards 2022). Our mission is to be the engine house for the performing arts in Kent, shaping the spirit of our region.

We bring West End musicals, national companies, a symphony orchestra season and high-profile tours to Kent audiences, in a year-round programme of theatre, dance, opera, music and comedy in our 1,200-seat Main House. This year we begin producing large-scale plays made in Kent and touring nationally. Our 150-seat Studio is dedicated to the development of new ideas, with a mix of R&D with resident and visiting companies, sharings and presented shows, plus a family show at Christmas.

Our ground-breaking work with young people focuses on skills development and includes co-delivery of a UAL Level 3 Performing Arts course with East Kent Colleges Group; being the national home of Matthew Bourne's New Adventures'

Cygnets School and the RSC's Associate Theatre in the Southeast. We recently launched our Writers Room, developing regional talent and supporting our producing aspirations.

As the largest performing arts employer in the region, we are committed to developing the workforce of the future, providing apprenticeships and work experience opportunities for over 100 young people every year across all areas of theatre-making.

KEY STATS 2024/25

397,000 people attended a show

£17.7m annual turnover

£50m economic impact to our region



In 2024/25 we worked with

4000+ young people

63 local schools

We are also fast outgrowing our spaces and developing major capital projects as a result, including turning the 800-year-old Poor Priests' Hospital within the city walls into a Creative Learning Centre and free heritage destination, with support from Levelling Up and the National Lottery Heritage Fund. We are also looking towards the long-term development of our theatre building, increasing our technical and producing capacity.

Our investment in our loyalty strategy has ensured that we have consistently strong and engaged audiences for our varied programme.

We've also received recognition from our industry, winning a Stage Award for our innovative approach to supporting the theatre sector and a Workforce Award from UK Theatre for our investment in our People Plan, ensuring our high calibre team are rewarded and supported.

We are a Creative Green organisation and are committed to taking action on climate change and environmental sustainability.

"The Marlowe Theatre took the Theatre of the Year title for its extraordinary engagement projects with artists and audiences." - The Stage



ABOUT THE ROLE

We are seeking an interim Director of Audiences while our current Director undertakes a Clore Fellowship. This is a six month fixed term contract from November 2025 – May 2026.

The Director of Audiences is a key role within the organisation, with a strategic remit to oversee marketing, communications, advocacy, brand, digital and design.

With a strong loyalty scheme and a high quality programme, we welcome over 400,000 people to the theatre over the year. This year we begin producing at the large-scale with *The Party Girls* by Amy Rosenthal, opening in Canterbury before a national tour. You will join us for a critical period of business planning into 2026 as we look to build on this work, expand our communications plans and build our digital strategy.

We are keen to hear from experienced communications or marketing professionals who have experience at senior leadership level. We are open to discussing different kinds of contracts for this role and from hearing from you about how we can make the role work for you.

The Marlowe Theatre is an inclusive and disability confident employer. We value difference and recruit by merit based on fair and open competition. We welcome candidates from all backgrounds regardless of gender identity or expression, sexual orientation, religion, ethnicity, age, neurodiversity, disability status, citizenship, or any other aspect which makes them unique.

We want to work with people who are passionate about their work, resilient in the face of any challenge that comes their way and supportive of their colleagues.

You can contact the [hiring manager](#) for a pre-application discussion or the [recruitment team](#) if you have a generic query about the role.



JOB DESCRIPTION

Job title Director of Audiences

Reports to Executive Director

Salary £56,754

Job purpose

To lead on the strategic development and management of the Marlowe's relationship with its audiences through all marketing and communications, in line with the ambitions and priorities in the Marlowe Theatre's Business Plan.

A member of the Strategic Management Team.

Principal accountabilities

- To contribute to the development of policy and play a significant role in the strategic direction of the theatre as a member of the Strategic Management Team.
- To lead and develop the team, ensuring that staff are effectively recruited, have development opportunities, and are supported to deliver excellent results and meet targets.
- To oversee the design and implementation of the Marlowe Theatre's marketing campaign strategies.
- To maintain and enhance the Marlowe Theatre's reputation as one of the UK's major presenting and producing theatre and engine house for the performing arts through media, audience and stakeholder relationship campaigns.
- Lead on the development of the Marlowe Theatre brand and tone of voice, ensuring that we present a consistent, engaging and authentic brand identity across all of our marketing and communications output.
- As a member of the programming committee, to contribute towards programming and pricing decisions and to provide relevant data and analysis.
- To ensure that all marketing activity and analysis undertaken by the marketing campaigns team is compliant with the General Data Protection Regulation 2016 and The Marlowe Trust's Data Management Policy.
- To ensure that your team works in a safe and legal way to comply with regulatory and legislative requirements.
- To drive your own career and skills development, making the most of the opportunities made available to you.
- To live and represent the Marlowe Theatre's values.

Required attributes

Required qualities

The Marlowe Theatre's core values are to be authentic, supportive, resilient, collaborative, inclusive and passionate in everything we do.

We actively seek to represent the diversity of our society.

To live our values, our Director of Audiences should be:

- A great communicator
- A strategic and creative thinker
- A strong team leader

Knowledge

- Excellent knowledge of marketing and communication theory and practice.
- Good knowledge of customer loyalty strategies.
- Good knowledge of audience development principles.
- Good knowledge of regional and national media.
- Good knowledge of theatre and the performing arts industry.

Skills

- Excellent communications and/or marketing skills, with the ability to use a broad range of strategies and tools.
- Excellent analytical skills.
- Excellent interpersonal skills with the ability to influence, and negotiate with, people at all levels of authority.
- Good creative copywriting skills.
- Good problem-solving skills.
- Good people management skills.
- Good IT skills.
- Good numeracy skills.

Experience

- Significant experience of working in arts communications and/or marketing.
- Good experience in managing and developing staff.
- Good experience of budget management.
- Good experience of writing editorial copy, within a professional organisation.
- Good experience of working in the theatre or cultural industries.

Qualifications

We value education and a degree level qualification is desirable for this role. We will, however, consider applications from suitable skilled and experienced candidates without a qualification.

Job dimensions

Annual budgetary amounts

Direct circa £450k per annum

Number of staff reporting to the job holder

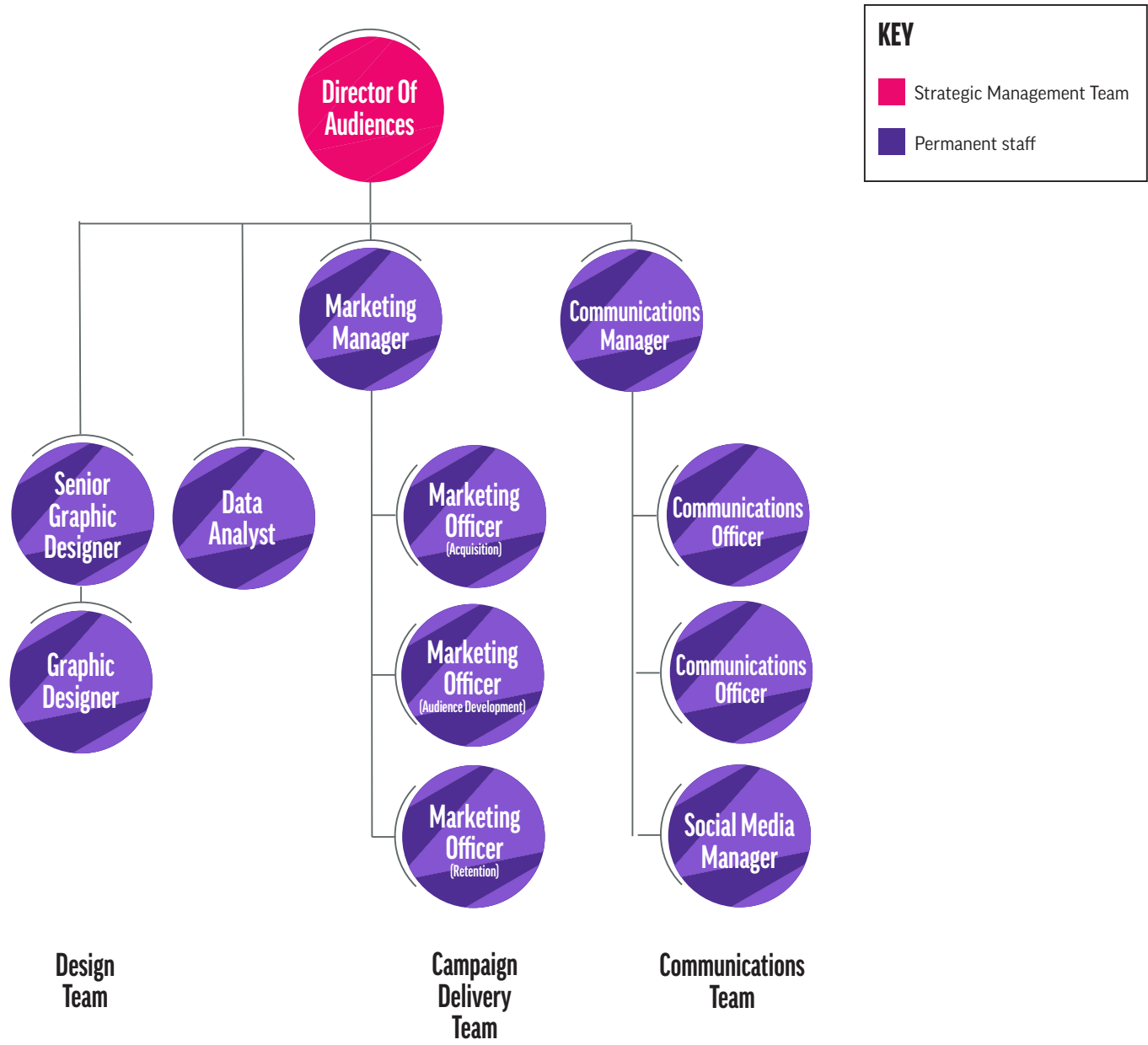
Direct reports - 4
Indirect reports - 7

Working environment

The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.

The Marlowe Theatre's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.

MARLOWE THEATRE AUDIENCES TEAM STRUCTURE



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