

**MARLOWE
THEATRE**



RECRUITMENT PACK

DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS

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.

Last year we launched Marlowe Theatre Productions and began producing large-scale plays, made in Kent before touring nationally. Our 150-seat Studio is dedicated to the development of new ideas, with a mix of research and development with resident and visiting companies, sharings and presented shows, plus a family show at Christmas.

Our groundbreaking work with young people includes a thriving Youth Company; Youth Voice; 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' Cygnet School and the Royal Shakespeare Company's Associate Theatre in the South East.

We are committed to supporting and investing in artists. Our Artists' Network, a community for artists and theatremakers of all backgrounds and disciplines, has over 500 members, and gives artists access to development and networking opportunities, including a mentoring scheme. Our Writers' Room, led by award-winning playwright Leo Butler, brings together aspiring and emerging writers in Kent and we hold an annual Writers' Room Festival.

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 2025/26

We worked with **65 local schools**

Over 4,000 young people
took part in our programmes

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 the Levelling Up Fund 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 Theatre of the Year at the Stage Awards 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

In 2025 we offered:

Over 1,000 hours of work experience and careers-focused workshops for **894** students with our local education partners.



THEATRE OF THE YEAR
2022



BEST THEATRE IN KENT
2024



WORKFORCE AWARD
2022



EAST KENT APPRENTICESHIP AWARD
2025



ABOUT THE ROLE

We are seeking an exceptional leader to join us in the newly created role of Director of Communications & Public Affairs.

This is a pivotal position at one of the UK's leading regional theatres, shaping how the Marlowe Theatre tells its story, builds influence and connects with audiences, partners and key decision makers.

The Marlowe is a multi faceted organisation whose work has grown significantly in recent years. Alongside our role as a presenting house, we now produce our own work on the main stage, support artists through our Artist Network and Writers' Room, and deliver an annual new writing festival. We have expanded our vocational training, learning and participation programmes, embarked on major capital developments, and continued to grow our audiences and regional economic impact.

At this point of ambition and growth, we are seeking a confident and strategic communications professional to strengthen how we position the Marlowe and ensure that our reputation continues to thrive locally, regionally and nationally.

You will lead all aspects of external and internal communications, from media relations and stakeholder engagement to public affairs activity focused on regional and national policy priorities. You will bring clarity and coherence to how we communicate our ambition, our impact and our values, ensuring our voice is confident, inclusive and influential.

This role has been created as part of a new organisational structure, with the former Audiences directorate now split into dedicated Marketing and Communications functions. You will work in close partnership with the newly created Director of Marketing role, ensuring joined up, strategic thinking across both areas.

As a member of the Strategic Management Team, the Director of Communications & Public Affairs will play a key role in shaping organisational strategy and internal policy, so we are keen to hear from experienced communications professionals who have worked at senior leadership level.



JOB DESCRIPTION

Job title Director of Communications & Public Affairs

Reports to Executive Director

Salary £54,979 per annum

Job purpose

To lead on the Marlowe Theatre's relationships with our audiences and key stakeholders through the development and delivery of communications and public affairs strategies in line with the ambitions and priorities in the Marlowe Theatre's Business Plan.

Principal accountabilities

- To lead the development and oversee delivery of the Marlowe Theatre's public relations and communications strategies, ensuring that the Marlowe Theatre's reputation is maintained and enhanced through media, audience and stakeholder relationship campaigns.
- To lead on the development and delivery of the Marlowe Theatre's Public Affairs strategy, focusing on relevant policy areas with both a regional and national focus.
- Keeping up to date with policy changes and the wider public and political conversation around cultural strategy and priorities and communicating these internally, ensuring that we are consistently positioning ourselves effectively on the regional and national political landscapes.
- Oversee the development and delivery of an effective internal communications plan.
- To work in collaboration with the Director of Marketing to ensure a joined up approach across communications and marketing.
- To ensure that your team works in a safe and legal way to comply with regulatory and legislative requirements.
- 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 their objectives.
- 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.

Working with us

We offer a comprehensive staff benefits programme designed to reward, support and inspire our people. Benefits include complimentary tickets to performances at the Marlowe, generous staff discounts in our on-site restaurant and café, enhanced pension contributions and access to additional annual leave after three years' service. Our award-winning People Plan underpins everything we do, featuring a wide-ranging Employee Assistance Programme for health and wellbeing support, and a staff wellbeing and social fund that enables teams to bid for exciting activities that promote connection and team building.

Required attributes

Required qualities

The Marlowe Theatre's core values are:

Supportive and Collaborative

Working together with kindness, compassion and mutual understanding.

Authentic and Inclusive

Diversity is our strength and we thrive through truth and connection.

Creative and Ambitious

We embrace opportunity with imagination and purpose.

We actively seek to represent the diversity of our society.

In order to live our values, our Director of Communications & Public Affairs should be:

- An inclusive leader, able to support the communications team to deliver ambitious strategy.
- Able to collaborate and develop coherent strategy plans across teams.
- Able to embrace flexible ways of working to support the development of communications plans for our own work and presented programmes.

Knowledge

- Excellent knowledge of communications and public affairs theory and practice.
- Good knowledge of the performing arts or a willingness to learn.
- Good understanding of the political landscape and how changes may impact the sector.
- Excellent knowledge of regional and national media.

Skills

- Excellent communications skills, with the ability to use a broad range of strategies and tools.
- Excellent interpersonal skills with the ability to influence, and negotiate with, people at all levels of authority.
- Good public relations skills.
- Excellent analytical skills.
- Good creative copywriting skills.

Experience

- Good experience of working on a Senior Management Team within a fast paced organisation.
- Good experience leading a public affairs and/or communications strategy and function.
- Good experience of managing teams to deliver objectives.
- Good experience of working with external consultants and in-house PR teams.
- Good experience of managing national and regional media relations.

Job dimensions

Annual budgetary amounts

TBC

Number of staff reporting to the job holder

1

Any other relevant statistics/information

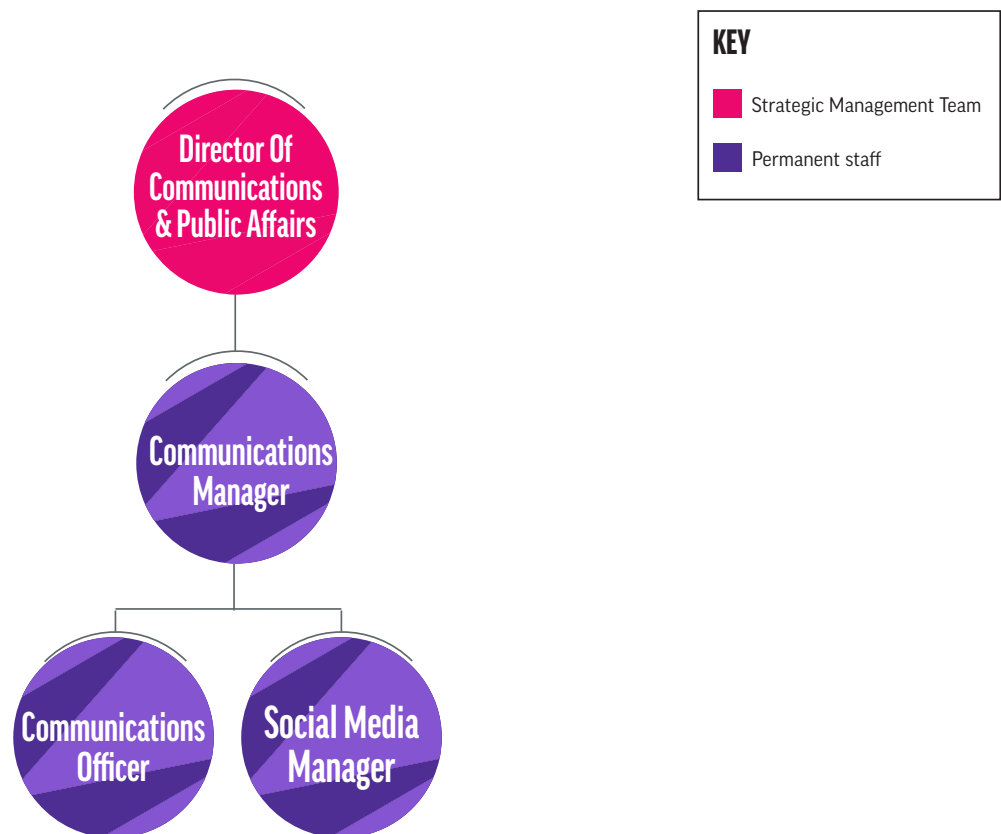
Department of 4 (including post holder)

Working environment

The Marlowe Theatre 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 COMMUNICATIONS TEAM STRUCTURE



**MARLOWE
THEATRE**