



# Theatre Manager Application Pack



at



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# Welcome from the Principal

Thank you for your interest in this post.

Our Cidermill Theatre has been open for almost four years and is thriving. As such, we are keen to appoint a Theatre Manager to lead the next stage of the theatre's planned growth and development. The Theatre hosts state-of-the-art facilities for students of the school and members of our local community and beyond; working in partnership to maximise the opportunities available. The Theatre comprises a flexible auditorium space with a capacity of 290, two dance and drama studios, a drama classroom, The Rhubarb Lounge, an amphitheatre and a spectacular reception area with a licenced bar.

It has taken nearly 10 years to realise this ambition but, with the full support of the School's Board of Trustees and significant financial input from a wide range of individuals, trusts and awarding bodies, the Cidermill Theatre became a reality. Along the way, we have been able to develop supportive relationships with prestigious arts organisations such as the Chipping Campden Music and Literature Festivals, Royal Shakespeare Company, The Broadway Arts Festival and Longborough Opera, to name but a few.

As Theatre Manager, you will play a pivotal leadership role in shaping the future direction of the venue. You will oversee the theatre's operations, commercial performance and strategic development, ensuring it continues to thrive as a cultural, educational and community asset.

Working with the Cidermill Theatre Charitable Trust you will identify opportunities for growth, increase earned income, strengthen partnerships and deliver a sustainable business model that supports an ambitious programme of activity.

The role combines strategic leadership with hands on operational management and requires an individual who is commercially minded, entrepreneurial and passionate about the arts. You will lead staff and volunteers, manage key stakeholder relationships, and ensure the theatre continues to deliver exceptional experiences for audiences, performers and users.

If you would like to explore the vacancy in more detail prior to applying, a conversation can be arranged with the Cidermill Theatre trustees by emailing [recruitment@campden.school](mailto:recruitment@campden.school). In addition to this, a wealth of information about our school can be found on the [school website](#) and also the [Cidermill Theatre website](#).

If you would like to apply for the post, please do so by completing both parts of our application form, which can be found on our website, by clicking [here](#). Part 1 of the form (pages 3 and 4) provides a space for you to write about the relevant skills and experience



that make you a suitable candidate for this post. This section is restricted to two pages (min. font 11) and should outline how your skills set and experiences to date are suited to the requirements of the person specification.

The deadline for applications is 10am on Monday 27<sup>th</sup> July 2026, completed applications are to be sent to [recruitment@campden.school](mailto:recruitment@campden.school)



I look forward to hearing from you.

**Gareth Burton**  
Principal

# Staff benefits

Every school and working environment is unique and ours is no exception. We have relatively high average length of service of our staff, and relatively low rate of staff turnover. Neither of these are by chance and are the product of staff feeling trusted, empowered and recognised for leading the roles they do.



Below is a list of just some of the 'pull factors' that contribute to making our school and theatre a wonderful place to work:

- An allocation of three, paid staff wellbeing days, where employees are not required to be in school
- Complimentary use of the school sports facilities, fitness suite and swimming pool (timetable in place).
- Comprehensive range of social events throughout the year.
- Freshly prepared and cooked food available on site
- Health and wellbeing support including access to an Employee Assistance Programme (including partners and dependents), confidential counselling services and support from our Staff Wellbeing Group, who meet regularly to ensure that our staff wellbeing is prioritised.
- Pension Scheme membership (The Peoples Pension)

- The school is located within the beautiful Cotswold town of Chipping Campden, with friendly businesses, including a wide range of restaurants and pubs.

# Job description

<b>Job Title:</b>	Theatre Manager
<b>Reporting to:</b>	Cidermill Theatre Charitable Trust; Principal
<b>Contract:</b>	Permanent, Full time, All year round Chipping Campden Enterprises Limited
<b>Salary:</b>	£10 – £16, £40,008 - £48,413 p.a. depending on experience
<b>Pattern of Work</b>	Full time, 40 hours per week. This role requires flexibility where necessary to maintain operational needs. Evening and weekend work will be required depending on performances, events and pre-event preparation. The role involves both office-based work and hands on operational duties, including bar and front of house oversight.
<b>Annual Leave:</b>	24.5 days per year (plus all bank holidays)
<b>Location:</b>	Cidermill Theatre

## **Job Overview:**

The Theatre Manager will provide strategic and operational leadership for the Cidermill Theatre, ensuring the successful delivery of its artistic, educational and commercial objectives. The postholder will be responsible for business planning, financial sustainability, audience development, stakeholder engagement and operational excellence working closely with the Cidermill Theatre Charitable Trust to deliver oversee all aspects of venue management, financial performance, staffing, programming support and audience experience while working closely with the Cidermill Theatre Charitable Trust, the School and key partners to deliver the theatres long term vision.

The Theatre Manager will identify opportunities for growth and diversification, develop commercial income streams and ensure the effective use of technology and systems to support venue operations, ticketing, marketing and customer engagement.

## **Main Duties:**

### **Strategic Leadership and Business Development**

- Lead the development and implementation of the theatres business plan and strategic objectives.
- Work with the Cidermill Theatre Charitable Trust to deliver a sustainable long term vision for the venue.
- Identify opportunities to grow earned income through programming, venue hire, sponsorship, partnerships, fundraising, grants and commercial activities.

- Develop and monitor key performance indicators relating to financial performance, audience growth and community engagement.
- Prepare business cases and proposals for new initiatives and investment opportunities.
- Build and maintain strong relationships with the school, arts organisations, funders and community stakeholders.
- Develop the charity's outreach programme

#### **Financial and Commercial Management**

- Prepare, manage and monitor annual budgets and financial forecasts in conjunction with the Cidermill Theatre Charitable Trust.
- Produce regular management reports and performance updates for the Charitable Trust.
- Develop pricing strategies for events, hires and commercial activities.
- Explore grant funding, sponsorship, and philanthropic opportunities to support future growth.

#### **Programming and Partnerships**

- Manage the development and delivery of a diverse, engaging and financially sustainable programme of performances, events and community activities.
- Maintain and strengthen relationships with the school, artists, visiting companies and partner organisations.
- Develop strategic partnerships that enhance the theatres reputation including outreach to support the theatres charitable objectives, and sustainability.
- Ensure external hires and events are delivered to a high standard and contribute positively to the theatre's objectives.

#### **Venue Operations**

- Lead the day to day operation of the theatre and its associated facilities.
- Oversee venue scheduling, bookings, event planning and customer service.
- Work closely with the school to coordinate calendars and to maintain a space for dual commercial and school use ensuring the space remains accessible and fit for purpose for all users.
- Ensure all activities are delivered safely, efficiently and to a high professional standard.

#### **Staff and Volunteer Leadership**

- Recruit, lead and develop theatre staff and volunteers.
- Create a positive, collaborative, inclusive and customer-focused working culture.
- Ensure appropriate training and development opportunities are available.
- Manage staff performance, coordinate training and support succession planning.

#### **Marketing, Audience Experience and Community Engagement**

- Ensure exceptional customer service across all public-facing activities.
- Work with colleagues and the Charitable Trust to increase audience attendance and customer engagement.
- Support marketing campaigns, digital communications and brand development.

- Develop initiatives that broaden participation and attract new audiences.
- Act as an ambassador for the theatre within the local community and wider arts sector.

### **Digital Systems and Technology**

- Oversee the effective use and development of theatre management systems including ticketing, customer relationship management and venue administration platforms.
- Manage and optimise the theatres ticketing operation using Ticketsolve.
- Work with stakeholders and suppliers to maintain and develop the theatres website, ensuring content is accurate, engaging and supports sales and audience development objectives.
- Use customer data and reporting tools to inform business, decisions, marketing activity and audience development strategies.
- Ensure compliance with GDPR and best practice in data management and cyber security.
- Identify opportunities to improve operational efficiency through the use of technology and digital solutions.

### **Health, Safety and Compliance**

- Ensure compliance with all relevant legislation, regulations and including and licensing requirements.
- Maintain effective health and safety systems and risk management processes.
- Oversee safeguarding, data protection and emergency planning arrangements.
- Ensure the theatre operates in accordance with best practice and governance requirements.

### **Governance and Reporting**

- Serve as the principal operational contact for the Cidermill Theatre Charitable Trust.
- Attend Trust meetings and provide professional advice and recommendations.
- Report regularly to the Cidermill Theatre Charitable Trust on financial performance, business development, audience growth and operational matters.
- Contribute actively to strategic planning and organisational development.

### **Other:**

- To ensure correct procedures are followed for security and safeguarding within the building, in partnership and support by all Chipping Campden School and Cidermill Theatre staff
- Any other operational duties as required by the Cidermill Theatre Trust to enable the successful ongoing operation of the theatre

# Person specification

Education/training and qualifications	Essential (E) or Desirable (D)	Application (A), Interview (I) or Reference (R)
Relevant degree or diploma	D	A
Health and Safety / First Aid (or willingness to train)	D/E	A
Computer literacy in Microsoft Office Software, Gardiff, Ticketsolve and Sling	D	A/I
Professional knowledge and experience	Essential (E) or Desirable (D)	Application (A), Interview (I) or Reference (R)
Significant experience in a leadership role within a theatre, arts venue, visitor attraction or comparable cultural organisation.	E	A/I
Experience of strategic planning, business development and delivering organisational growth.	E	A/I
Excellent leadership and people management skills	E	A/I
Strong commercial awareness and financial management skills.	E	A/I
Experience of budget preparation, forecasting and reporting.	E	A/I
Proven ability to develop partnerships and stakeholder relationships.	E	A/I
Excellent communication and interpersonal skills, able to communicate effectively with members of the public, staff and all stakeholders	E	A/I
Experience in overseeing websites, digital communications and online sales channels.	E	A/I
Understanding of health and safety, safeguarding and compliance requirements	E	A/I
Experience of using and managing digital systems relevant to venue operations including ticketing platforms such as Ticketsolve or similar CRM / ticketing systems.	D	A/I
Experience working within a charitable organisation or reporting to trustees.	D	A/I
Knowledge of arts funding, fundraising, sponsorship and grant applications	D	A/I
Experience of audience development and cultural participation initiatives.	D	A/I
Understanding of theatre production and technical operations.	D	A/I
Experience of managing licensed premises and hospitality operations.	D	A/I/R

Familiarity with CRM systems, digital marketing tools and website content management systems.	D	A/I
<b>Traits and competencies</b>	<b>Essential (E) or Desirable (D)</b>	<b>Application (A), Interview (I) or Reference (R)</b>
Strong analytical and problem-solving abilities, with the ability to use data to inform decision making.	E	A/I
Committed to and good understanding of Safeguarding and Child Protection practice and procedure	E	A/I
A passion for the arts and community engagement	E	A/I
Able to carry out routine tasks without close supervision	E	I/R
Able to identify, prioritise and deal with issues as they occur	E	A/R
A 'self-starter' with the ability to motivate self, prioritise effectively and meet deadlines	E	I/R
Someone who is: <ul style="list-style-type: none"> <li>• Willing to work flexible hours as required including early mornings, evenings, weekends and holidays</li> <li>• Flexible and adaptable to changing circumstances</li> <li>• Enthusiastic, approachable and team spirited</li> </ul>	E	I



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