



QUARRY THEATRE
850 CAPACITY



BRAMALL ROCK VOID
100 CAPACITY



COURTYARD THEATRE
420 CAPACITY

QUICK FACTS

3 THEATRES

5 MAIN REHEARSAL & STUDIO SPACES

£195,000

AUDIENCE PER YEAR

OVER 19,500 PEOPLE

CONNECTED THROUGH
PLAYHOUSE CONNECT

10M

TURNOVER



- RESTAURANT
- CAFÉ
- TWO BARS
- CONFERENCING AND EVENTS
- PUBLIC GALLERY SPACE

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WHO WE ARE

Leeds Playhouse has been one of the UK's leading producing theatres for 55 years. We are an award-winning cultural hub, a place where people come together to share stories, spark creativity and experience world-class theatre in the heart of Yorkshire.

At the heart of our purpose is a belief in the transformative power of theatre. We are driven by a social mission – to create work that speaks directly to the people of Leeds, reflects their lives, and opens up new possibilities for everyone who calls this city home. Our productions, projects and partnerships are rooted in the belief that culture should be accessible to all, and that theatre can be a catalyst for change.

The Playhouse has a proud history of inclusive practice, community connection and civic responsibility. We work closely with people across our region to ensure our work is representative, relevant and resonant. Our commitment to inclusivity is embedded in everything we do, from our artistic programme to our participation work and building design.

This warm, open approach has been recognised nationally. In 2022, **Leeds Playhouse** was named **Most Welcoming Theatre** at the **UK Theatre Awards**, a testament to our commitment to creating an accessible, inclusive and creative space at the art of the Leeds City Region. Our productions continue to receive national acclaim, In 2025, our production of *Animal Farm* won the **UK Theatre Award for Best Revival** and a range of our productions were nominated for **Olivier, Black British Theatre, Asian Media** and **What's On Stage Awards**. For three consecutive years, Playhouse performers have won **Best Performer in a Musical**, and in 2024 our production of *Oliver!* was named **Best Musical**.

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THE ROLE

We are recruiting for a talented, creative, passionate and data-focused leader for the role of Head of Marketing within our Audiences Directorate. The role oversees the Marketing team and project-manages marketing campaigns that drive ticket sales, revenue and engagement across our extensive programme of produced and visiting shows. The role holder will lead marketing activity that retains, builds and widens Playhouse audiences, and raises awareness of the **Leeds Playhouse** brand.

You will be responsible for campaigns and marketing content creation for all audiences and participants, across both online and offline channels. You will leverage audience insight to deliver successfully against organisational objectives. This will involve leading on key organisational projects to increase the reach of our shows, artistic development, community activities and facilities.

You will work closely with colleagues across the Audiences team, Producers, the Playhouse Connect Community Engagement team, the wider Playhouse, and proactively with external partners.

Leeds Playhouse is embarking on an exciting new chapter in its history, following a recent transformative building redevelopment, a brand refresh, and the appointment of a new Chief Executive and Artistic Director.

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DUTIES AND RESPONSIBILITIES

THE MAIN DUTIES AND RESPONSIBILITIES OF THIS ROLE ARE:

- To lead the Marketing team, including a Senior Marketing Officer, Marketing Officer and Graphic Design Officer, managing marketing planning and delivery for Leeds Playhouse, and ensuring team priorities align with sales and organisational objectives
- To be responsible for marketing campaigns, ensuring they are delivered creatively, on brand, on time and within budget, including managing relationships with media buying agencies
- To work collaboratively with the Director of Audiences, Head of Communications and Head of Sales and Audience Data to manage and coordinate projects
- To maximise ticket sales and achieve box office targets, whilst ensuring participation and audience diversity targets are also met
- To ensure audience development plans are created, delivered and evaluated to meet business plan objectives, working across Playhouse teams to identify and test initiatives that grow awareness, engagement, audiences and sales, and to increase organisational knowledge of potential audiences
- To plan and evaluate multimedia campaigns and contribute directly to season planning sessions
- To lead on the website and, alongside the Communications team, coordinate and develop the Playhouse's social media presence, ensuring content is engaging, on brand and supports sales
- To support increased earned income by developing marketing plans for food and beverage offerings, conferencing and merchandise
- To facilitate close collaboration with Artistic Planning, Playhouse Connect, Furnace (artist development), and Fundraising and Development teams to market the full Playhouse offer

- To ensure marketing assets are accessible to all audience members and participants
- Together with the Director of Audiences and Graphic Design Officer, to ensure all marketing content and design is on brand
- To manage show and marketing overhead budgets, ensuring efficiency and an effective return on investment
- To ensure the team adheres to briefing, reporting and evaluation processes, ensuring consistency of approach, effective communication and future learning
- To manage promotional video provision for the Playhouse
- To lead on the generation of original artwork and copy for Playhouse productions

GENERAL RESPONSIBILITIES

Support the Audiences team in the provision of a comprehensive service

Champion, adhere to and implement **Leeds Playhouse** policies and procedures, including but not limited to:

- Safeguarding
- Health and Safety
- UK GDPR and data protection
- Access and Inclusion
- Environmental sustainability
- Equal Opportunities

DUTIES AND RESPONSIBILITIES

- Work with all departments to ensure the people of Leeds have access to the resources **Leeds Playhouse** offers
- Play an active role in the life of the organisation, working across departments to develop a positive and engaged organisational culture
- Undertake any other reasonable duties as required
- The duties and responsibilities outlined are not exclusive or exhaustive. The post-holder may be required to undertake other reasonable duties appropriate to the level of the role, without changing the general character of the post. Appropriate training and equipment will be provided.

KEY RELATIONSHIPS

The Head of Marketing is part of the Audiences Directorate. You will be managed by the Director of Audiences and will line-manage the Senior Marketing Officer, Marketing Officer and Graphic Design Officer.

INTERNAL

- Director of Audiences
- Head of Communications
- Head of Sales and Audience Data
- Theatre Manager
- Audiences Department (including Communications, Sales and Front of House teams)
- Colleagues across all departments

EXTERNAL

- Media buying agencies
- Marketing suppliers (print, distribution, videography)
- Other arts marketing professionals
- Touring company and co-producer marketing contacts (regional, national and international)
- External co-producing partners

PERSON SPECIFICATION

ESSENTIAL

- Experience in an arts or marketing line management role
- A demonstrable passion for theatre
- A thorough understanding of campaign management (online and offline) and project management
- Experience of analysing, evaluating and using data
- Excellent written and verbal communication skills
- A methodical and organised approach to work
- Aptitude for working with other organisations, designers and external partners
- Ability to work to deadlines and under pressure
- A creative approach to problem-solving
- Ability to communicate appropriately with individuals at all levels
- Ability to lead and work effectively as part of a team
- Ability to make independent decisions
- Excellent IT skills, with familiarity with standard office software (e.g. Word, Excel, PowerPoint)
- Reliable time-keeping with a flexible approach to working hours

DESIRABLE

- Experience working with digital platforms, including websites, content management systems, sales systems and customer relationship management (CRM) systems
- A recognised marketing qualification (CIM or degree)
- Experience managing campaigns via external media buyers
- Experience working in the arts or not-for-profit sector
- Knowledge and understanding of the Spektrix ticketing system
- Knowledge and understanding of VisitOne

EMPLOYMENT TERMS SUMMARY

CONTRACT

Full-time, permanent

Any offer made is subject to:

- Receipt of two satisfactory references
- Proof of eligibility to work in the UK
- Successful completion of the probationary period

SALARY

£35,000 – £40,000 per year,
depending on experience

HOURS

Full time: 40 hours per week, consisting of 35 paid working hours plus 5 hours of unpaid breaks. This may include evening and weekend work.

There may be occasions when you are required to work outside normal hours. In recognition of additional hours worked, you will be entitled to Time Off in Lieu (TOIL), in line with the Playhouse TOIL policy.

PROBATIONARY PERIOD

12 weeks

NOTICE PERIOD

12 weeks during the probationary period

PENSION

Auto-enrolment in a Standard Life Pension, unless you opt out, with 3% employer contribution

HOLIDAYS

25 days plus Statutory Bank Holidays rising incrementally

BENEFITS

- 2 paid wellbeing days a year
- Free employee assistance service
- Corporate gym and swimming discount
- Inhouse counselling services with a BACP counselling professional on site (by referral)
- Voluntary Cash Health Plan (optional)

LOCATION OF WORK

Your main place of work will be **Leeds Playhouse**. You may be required to work permanently or temporarily at other locations within the Leeds City Region, and occasionally elsewhere in the UK.

As part of our commitment to flexible working, we may permit or require home working (or working from outside our buildings) on occasion.

HOW TO APPLY

Please read the job description carefully before starting your application to ensure that you meet all of the essential criteria and are able to provide evidence in your application to support these areas. Only relevant information will be considered when shortlisting candidates.

HOW TO APPLY

To apply for this post please complete the online application form and diversity monitoring form which can be found on the job opportunities page, under the job role you are applying for. Data from your diversity monitoring form will not be shared with the recruitment panel.

If you would like to request any adjustments to enable you to apply for this post or to fully participate in an interview, please contact

recruitment@leedsplayhouse.org.uk

INTERVIEWS FOR DISABLED CANDIDATES

Leeds Playhouse is a member of the Disability Confident scheme. Subject to capacity, we will interview candidates who identify as disabled who demonstrate that they meet all the essential criteria for the job.

EQUAL OPPORTUNITIES

Leeds Playhouse is committed to promoting equality and opportunity in its employment practices. In particular, the company aims to ensure that no potential or actual employee receives more or less favourable treatment on the grounds of race, colour, ethnic or national origins, marital or civil partner status, sex, sexual orientation, gender reassignment, age, or religious beliefs. Disabled candidates will not be treated less favourably on the grounds of their disability.

SAFEGUARDING

The Playhouse takes safeguarding seriously, and operates an environment where all staff are expected to report any concerns about children, young people or adults at risk, or about the behaviour or practice of colleagues and other people they come into contact with.

PHOTOGRAPHY CREDITS

All photographs are copyright Leeds Playhouse unless otherwise stated.

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Page 2: *The Lion, The Witch and the Wardrobe*, photography by **Brinkhoff/Mögenburg**; *I Wanna Be Yours*, photography by **Robling Pix**; *In Dreams*, photography by **Pamela Raith**

Page 3: *Oliver!*, photography by **Robling Pix**

Page 4: *Wendy & Peter Pan*, photography by **Marc Brenner**

Page 13: *The Lives We Carry at Furnace Festival*, photography by **Steffi Njoya**



THANK YOU

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