



WOLVERHAMPTON  
**GRAND**  
THEATRE

# RECRUITMENT PACK

#MAGICOFTHATRE

## FOREWORD FROM THE BOARD OF TRUSTEES

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Wolverhampton Grand Theatre has been at the heart of the local entertainment scene since 1894 and has helped to create a lifetime of memories for many people. By joining our team, you will play your part in contributing to the rich history of one of Wolverhampton's most landmarks.

The Grand Theatre's ambition, vision, and determination to achieve great things are some of the factors which enable us to attract the very best talent to our team. The genuine excitement and belief which permeates through the theatre makes for a very exciting and enjoyable creative environment in which to work.

The beautiful Grade II Listed Victorian auditorium has 1200 seats and attracts almost 300,000 patrons per year as we present a wide range of major West End and National productions. These include; drama, musicals, ballet, dance, opera, variety, children's shows, and of course pantomime, where we attract audiences from across the whole of the Midlands region and beyond. We enjoy a reputation for high quality performances and impeccable levels of customer service.

The Grand Theatre, affectionately known as '*The Grand*', continues to expand and excitingly in recent years has returned to producing. In house productions were an integral part of the theatre's programme from 1894 right through to the late 1970's. Now this great tradition of creating theatre for the people of the Midlands will once again continue well into the future.

## THE CULTURE

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The Grand is a registered Charity and is also a very successful and significant entrepreneurial company with an intense desire to constantly grow the business, an inherent sense of urgency, rapid decision making, and an 'open door' management approach.

Employees are passionate about the theatre, united in giving customers a fantastic and magical experience, whether they are attending the theatre to experience a performance, attending one of our many exciting events or participating in our extensive community and educational programmes.

Creating theatre every night involves huge dedication and hard work from a highly skilled multi disciplinary team of creative professionals and immensely talented support staff.

To describe the culture of The Grand in a few words;

*We are a dynamic workforce who are energised and motivated to achieve our goals. We encourage collaboration between departments with a strong emphasis on working together to achieve success.*

## THE HIGHLIGHTS

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This role reports to  
**the Chair of the Board.**

The salary for this  
role is in the region  
of £90,000 per  
annum.

This role is based at  
the Wolverhampton  
Grand Theatre,  
Lichfield Street,  
Wolverhampton,  
WV1 1DE.



## JOB ROLE

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**The Chief Executive Officer (CEO)** is responsible for leading the strategic direction, financial management, and overall operational success of the Wolverhampton Grand Theatre. The CEO will lead a team of high performing and committed Directors and Associate Directors and work with a hardworking Board of Trustees to develop and implement the theatre's vision and strategy.

The CEO will ensure the theatre's sustainability, growth, and community impact by balancing artistic ambition with financial sustainability. This role involves leading a dynamic team, developing key partnerships, and engaging with stakeholders to ensure the theatre's continued success as a cultural leader.

## KEY RESONSIBILITIES

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### Strategic Leadership and Vision

- With the Senior Leadership team, develop and implement the strategic direction of the theatre in consultation with the Board of Trustees.
- Ensure the theatre's success by aligning its artistic and commercial priorities with the broader mission and goals and the Charity's objectives.
- Lead the development of long-term strategic plans to ensure the theatre's sustainability, growth, and relevance within the community.
- Foster a culture of inclusivity, innovation and collaboration across the organisation.
- Represent the theatre externally, acting as its ambassador with stakeholders, funders, and the broader arts sector.
- Promote transparency in decision-making, ensuring clear communication across all levels of the organisation.

### Financial Management

- Ensure the theatre remains financially viable, leading financial management by controlling costs and maximising income from commercial activities and funding opportunities (such as grants, sponsorships and partnerships).
- Drive revenue growth strategies through ticket sales, fundraising campaigns, sponsorships, and other income-generating activities.
- Ensure the theatre's financial health through effective resource allocation and maximisation of income from commercial and non-commercial sources.
- Ensure compliance with relevant laws, including Charity, Employment, and Equalities legislation.
- Oversee operational processes, including venue management, HR policies, compliance, and health and safety.

### Operational and Organisational Leadership

- Lead and inspire the Senior Leadership team, ensuring the theatre's operations align with strategic goals and objectives.
- Oversee the day-to-day operations of the theatre, ensuring smooth functioning across all departments.



## KEY RESPONSIBILITIES

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- Build and maintain a cohesive, high-performing team that reflects the theatre's values.
- Ensure the development and implementation of effective HR policies to create a positive, inclusive working environment.
- Ensure the theatre's compliance with relevant regulations, including health and safety, employment, and equality laws.

### Financial Sustainability and Growth

- Take overall responsibility for the theatre's budget and financial planning, ensuring resources are allocated effectively across departments.
- Maximise income from commercial activities and other funding opportunities, such as grants, sponsorships, and partnerships.
- Report regularly to the Board of Trustees on the theatre's financial health, performance, and key initiatives.
- Ensure the theatre remains financially viable.

### Audience, and Visitor Experience

- Embed a culture of excellence across all aspects of the theatre's operations to enhance the audience and visitor experience.
- Prioritise customer service and audience engagement, developing strategies to enhance the overall visitor experience.
- Use audience insights and data to inform decision-making, improve services, and increase engagement.

### Risk Management

- Identify potential risks to the organisation, including financial, operational, reputational, and external factors, and develop strategies to mitigate these risks.
- Establish and maintain a comprehensive risk management framework to assess, monitor, and address risks proactively.
- Ensure contingency plans are developed and implemented for crises or unforeseen events to ensure business continuity.
- Regularly review and update risk management policies and procedures to align with best practices and changing circumstances.
- Ensure that the theatre complies with legal and regulatory risk requirements, including health and safety, insurance, and industry standards.
- Adapt to changes in the cultural, economic, and political landscape, and adjust strategies and operations accordingly to maintain resilience and success.

## KEY RESPONSIBILITIES

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### Stakeholder and Community Engagement

- Build and maintain strong relationships with local government, landlord, sponsors, funders, and the broader community.
- Represent the theatre to the media, at public events, and in the arts community to enhance visibility and reputation.
- Collaborate with community groups and cultural organisations to ensure the theatre plays a significant role in the cultural life of the region.
- Identify areas in which the theatre can grow and develop its cultural offering across the city and wider West Midlands region.

### Equality, Diversity and Inclusion (EDI)

- Ensure the theatre's commitment to equality, diversity and inclusion is embedded across all aspects of its operations, with fair recruitment, personal development opportunities, and employment support.
- Develop policies, training and a workplace culture that actively supports diversity and inclusion at all levels.
- Champion diverse programming that reflects the cultural and social diversity of the community, ensuring a wide range of voices, stories and artistic perspectives are represented on stage.
- Develop targeted strategies to expand audience engagement, ensuring accessibility inclusivity and representation in programming, outreach and theatre experiences.

## WHAT QUALITIES WE WOULD LOVE YOU TO HAVE

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- Inspirational and motivational leader, with experience in theatre, arts, or a related cultural sector.
- Experience of leading teams with empathy and understanding.
- Strong financial management skills, including budgeting, fundraising, and revenue generation.
- Strong decision-making and problem-solving skills.
- Excellent communication, advocacy, and relationship-building abilities.
- Ability to build trust, lead a diverse team and inspire staff at all levels.
- In-depth understanding of regulatory requirements and governance in the arts and non-profit sectors.
- Commitment to equality, diversity, inclusion, and social responsibility across all aspects of the organisation.

## WHAT QUALITIES WE WOULD LOVE YOU TO HAVE

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- An ambitious, creative and strategic thinker, able to create and instil an aspirational vision and continuous development throughout the organisation.
- Experience working with or reporting to a Board of Trustees or non-executive directors.
- Exceptional leadership and interpersonal skills, with the ability to foster strong relationships with stakeholders, staff, and the public.
- A deep passion for the arts, with a commitment to fostering community engagement and inclusivity.
- Excellent influencing and negotiation skills with the ability to advocate for the theatre's mission.

## WHAT QUALITIES WE WOULD LIKE YOU TO HAVE

- Established networks within the arts, funding, and cultural sectors.
- Proficiency in using data and audience insights to drive strategic decisions and business improvements.
- Experience in growing and developing businesses.
- Financial capability, including strong planning and analytical skills.
- Experience in senior leadership roles within arts, cultural, or non-profit organisations.





## WHAT YOU WILL GET IN RETURN

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- Experience in growing and developing businesses.
- Enhanced employer contribution to your pension and we will match your contributions up to 4%
- 38 days holiday (including bank holidays)
- You can request six free tickets\*\* per year and one free booth\*\* (\*\*subject to availability and exclusions apply), and additional ticket offers throughout the year.
- A 25% discount from the bar and booths on every visit.
- Staff wellbeing events throughout the year.
- Staff parties twice a year.
- Long service awards.
- Mental Health First Aiders points of contact.
- Employee volunteering opportunities.



## EQUALITY, DIVERSITY & INCLUSION

We are committed to equal treatment and opportunities for all our people and believe in building a diverse and inclusive organisation that represents our communities and generates the best outcomes for consumers, customers and stakeholders.

## IF YOU THINK THIS GREAT OPPORTUNITY IS FOR YOU, THEN APPLY TODAY!

If you can see yourself in this role, please send a CV and covering letter to [katie@grandtheatre.co.uk](mailto:katie@grandtheatre.co.uk) by 7 April 2025.

If you've found our job opportunity interesting but you don't meet all the requirements, it's still worth applying. We would love to hear from you!



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