**Head of Marketing**

**Job Description [July 2025]**

Runaway Entertainment is an award-winning theatre producing and general management company based on Shaftesbury Avenue in the heart of theatreland. Founded in 2011 by Tristan Baker and Charlie Parsons, we produce critically acclaimed and ambitious plays and musicals, working with the most exciting talents in the theatre industry. We’re an independent and adventurous family of creative spirits, dedicated to developing unique concepts, commissioning brand new shows, and partnering with others to bring captivating stories to life.

As a people-centric, no-ego team, we believe in the power of storytelling to uplift, inspire, and bring people together. Our dedicated team knows no bounds, driving us to consistently deliver unforgettable, first-class entertainment. We celebrate the perfect blend of quality, innovation, and commercial success in everything we do, ensuring each endeavour is ‘A Runaway Success’.

Previous productions include the Tony and Olivier Award-winning *Girl From The North Country* (The Old Vic, Noël Coward, The Public Theater, Royal Alexandra in Toronto, Gielgud, Belasco, UK & Ireland Tour, US Tour); *A Knight’s Tale* (Manchester Opera House), *2:22 A Ghost Story* (Noël Coward, Gielgud 2020/21 and 2024, Criterion, Lyric, Apollo, UK & Ireland Tour, Ahmanson Theatre in LA, Her Majesty’s Theatre in Melbourne); Olivier Award-winning Disney’s *Newsies* (Troubadour Wembley Park); *101 Dalmatians* (Regent’s Park, UK Tour); *The Windsors: Endgame* (Prince Of Wales); *Peter Pan* (Troubadour White City Theatre); David Bowie’s *Lazarus*; Lin-Manuel Miranda’s Olivier Award-winning *In the Heights*; Olivier Award-winning *The Railway Children* (all King’s Cross Theatre); *Guys and Dolls* (West End, UK, international tours); *Footloose* (West End, South Africa, UK tours); *Flashdance* (UK, international tour) and *The Christmasaurus Live* (Eventim Apollo).

Upcoming productions include *101 Dalmatians* (Eventim Apollo), *2.22 A Ghost Story* (UK Tour 2025-26). Runaway Entertainment is also the General Manager for *The Mousetrap* (St Martin’s Theatre) as well as managing St Martin’s Theatre itself and are producing the world premier of *The Hunger Games* on stage at Troubadour Canary Wharf Theatre in Autumn 2025.

**The Team**

Tristan Baker - Producer

Charlie Parsons - Producer

Isobel David - Producer

Mark Cartwright - Managing Director

Stella Littlechild Head of Production

Mark Whittemore - International Producer

James Mullan - General Manager

Grace Dickson - Finance Manager

Rosie Flood - Production Co-ordinator

Jake Dean - Executive PA to Tristan Baker

Ahmed Kahssai - Accounts Assistant

Miss Maple Syrup - Office Dog

**Head of Marketing**

**Job Description [July 2025]**

**Location: West End, London**

**Contract Type: Permanent, Full-Time**

**Salary: To be negotiated**

**Start date: As soon as possible**

**Responsible to: Producers & Managing Director**

**Job Overview**

The Head of Marketing is responsible for the leading, developing and execution of marketing strategies across the shows that Runaway Entertainment produces in the West End, on tour and internationally.

**Main Duties and Responsibilities**

**Production specific**

* Develop and lead on strategy and execution of each production’s marketing campaign from conception, branding to opening and running.
* Managing external agencies in execution of each campaign, including digital marketing agencies and copy management.
* Timely and effective execution of social, online, MailChimp e-mail marketing campaigns, ensuring data is used to measure success, and reporting on effectiveness of campaigns.
* Managing show marketing budgets, including phasing and splitting budgets to appropriate channels.
* Develop and maintain good working relationships with key stakeholders and creatives for strategy and approvals.
* Produce forecasts and plans to help longer term strategy where appropriate.

**Person Specification**

* At least three years experience working in theatre marketing with a proven track record of leading on campaigns.
* A proven commitment and interest in theatre
* Excellent time management skills with the ability to work with a varied and heavy workload and to juggle competing priorities
* Ability to work within budgetary constraints
* Excellent written, numeracy and verbal communication skills
* Advanced skills in Microsoft Word and Excel spreadsheets and use of the internet
* Tact, diplomacy and discretion
* Eye for detail and accuracy
* A sense of humour

**What We Offer**

* A fun, vibrant and creative working environment in the heart of London’s West End.
* Opportunities for professional development and growth within a leading theatre production company.
* Access to industry events and networking opportunities.
* Annual leave in line with industry standards.
* A supportive and inclusive workplace culture.

**How to apply**

Please email your CV and covering letter to recruitment@runawayentertainment.com