



Director of Marketing & Communications

Maternity Cover

Director of Marketing & Communications (Maternity Cover)

Reports to: Deputy CEO, Producing & Programming

Responsible for: Head of Marketing; Head of Revenue Systems, Insight & Ticketing; Media & Communications Manager

Salary: £52,000 - £65,000 per annum, depending on hours worked (pro rata for part-time appointments)

Contract: Fixed-term maternity cover for 12 months. We are open to applications from candidates seeking between 32 hours (0.8 FTE) and 40 hours (full-time) per week, worked Monday to Friday. Flexibility will be required to cover occasional emergency and out-of-hours work.

Benefits: 33 days annual leave (pro-rata for part-time, equivalent incl. of Bank Holidays), contributory pension scheme, staff discounts and access to exclusive ticket offers.



Image credit: FAME The Musical (2026) by Johan Persson

Role Context

Theatre Royal Plymouth (TRP) is the largest and most well-attended regional producing theatre in the UK, presenting diverse productions on our three stages: The Lyric (1,300), The Drum (175), and The Lab (50). With a regional audience of over 2.1 million, we employ 300+ dedicated staff, including leading artists and craftspeople, and attract 300,000+ annual audience members. TR2, our unique Production and Learning Centre, is world-renowned for scenic design and construction, delivering sets to leading producers for 15+ years. TR2 is also home to TRP's engagement and learning activities, reaching thousands of people annually, with a focus on engaging disadvantaged communities and those who feel excluded from the arts.

The Director of Marketing & Communications – Maternity Cover is responsible for providing senior strategic leadership across the Marketing & Communications portfolio. The role will oversee relationships with colleagues and external agencies, ensuring TRP's work is communicated effectively and that artists, audiences and stakeholders understand and value its local, regional and national impact. The post holder will bring expertise in communications and reputation management, providing senior communications counsel to the organisation while leading and supporting Heads of Department to deliver successfully within their specialist areas.



Image credit: *Paraorchestra* (2024) by Dom Moore

Role Summary

The Director of Marketing and Communications – Maternity Cover is part of the Producing and Programming directorate. They will report to the Deputy CEO, Producing and Programming and be a member of TRP's Strategic Leadership Team.

The post holder will work closely with TRP's CEO and Artistic Director, the Deputy CEO, Producing and Programming. As part of the Strategic Leadership Team, you'll pro-actively contribute to the development of TRP's strategies and creative programme, providing feedback, internal and external statistical evidence and your own analysis to stimulate debate, support decision making, track success and identify opportunities for organisational development.

The post holder will provide Director-level leadership across the Marketing, Communications, Revenue Systems, Insight and Ticketing portfolio, line managing and supporting Heads of Department to lead the strategy and day-to-day delivery of their respective areas. The Director will ensure these disciplines work effectively together, establishing clear priorities, supporting effective decision-making and balancing reputational, audience, access and revenue considerations.

The role has a particular emphasis on strategic communications leadership. The post holder will act as a senior communications adviser to the organisation, providing counsel on corporate communications, reputation, stakeholder engagement, internal communications and issues management, and ensuring that TRP communicates with a clear and coherent organisational voice during a period of significant change.

During the maternity-cover period, TRP will also be supported by specialist external consultancy across its communications and brand work. The Director will hold the senior internal relationships, ensuring external communications, advocacy and national profile is integrated with TRP's wider communications activity. They will also work collaboratively with a Brand Strategy & Implementation Consultant as required.

The post holder will use data, as well as qualitative and quantitative insights, to support decision making with internal and external colleagues and stakeholders.

The post holder will retain senior accountability for TRP's brand and organisational reputation, working with the Head of Marketing and Brand Strategy & Implementation Consultant. They will ensure that brand, communications and audience experience remain aligned with TRP's vision, mission and strategic priorities.

Our Vision & Mission

Our Vision

Together with the people of Plymouth and the South West we will make waves in our ocean city, ensuring we're the most ambitious and creative community in the country.

Our Mission

We bring people together to create, make, build and present world-class theatre.

Our Values

- Collaboration
- Creativity
- Diversity
- Quality



Image credit: *Beowulf* (2026) by Dom Moore

Principle Responsibilities

- To provide Executive counsel and Departmental leadership to steer and inspire the successful delivery of strategic objectives from reputational, reach and revenue perspectives, with particular responsibility for providing senior communications counsel during a significant period of organisational change.
- To understand that TRP is in a period of transition and change and be an advocate for the organisation's development and growth, supporting your direct reports and their teams to deliver our creative ambition.
- To continue to foster and drive positive collaboration between teams and disciplines, orientating the portfolio and the organisation around the needs of current and future audiences and participants.
- To guide strategic priorities, resource and investment planning across the portfolio, empowering and supporting Heads of Department to successfully lead the strategy and day-to-day operations of their own teams.
- To be ambitious for what TRP can achieve with audiences and in developing TRP's reputation locally, regionally and nationally, providing continuity of leadership and the internal drive to build on successes achieved to date.
- Through your work you will consider the ambitions laid out in the social value framework around inclusivity, sustainability and place making.



Image credit: Steve Haywood

Principle Tasks

- To be an effective leader and to oversee the training and development of the staff of the department in accordance with departmental and organisational aims and objectives.
- To curate and protect TRP's brand, ensuring that our core purpose and the public benefit of our work are clearly articulated and understood by our audiences, stakeholders and partners.
- To act as a senior communications adviser to the CEO, Deputy CEOs and Strategic Leadership Team, providing strategic counsel on organisational positioning, corporate and stakeholder communications, reputation, internal communications and emerging issues.
- To provide senior leadership and oversight to the Media & Communications Manager, ensuring strong delivery of TRP's regional media, corporate and internal communications and alignment with wider organisational communications priorities.
- To provide senior leadership and effective client management of external communications partners, ensuring their work is strategically aligned and integrated with TRP's wider communications priorities and the work of internal teams across national, regional, stakeholder and internal communications.
- To ensure that our brand vision is aligned with the experience of our guests and audiences, setting and upholding the standards required to provide an exemplary, consistent end-to-end experience online, and in-person, both front and rear of house, at TRP and at TR2.
- To advocate for and empower decision making through the analysis of data, improving the availability and visibility of actionable insight across the organisation.
- To focus on continual improvement across the portfolio, you'll monitor, document and share results, outcomes and ambitions with your teams and the Executive. You'll attend the Producing and Programming Sub-Committee and provide updates to the Board through the Deputy CEO, Producing and Programming, as required.
- To represent TRP within the sector, through your own professional networks and as required by your colleagues.
- To be curious about innovation within the disciplines you lead, bringing forward best practice from ours and other sectors for evaluation and to inspire future portfolio development.
- To line manage the Head of Marketing, the Head of Revenue Systems, Insight & Ticketing, and Media & Communications Manager.
- To balance the needs and targets of your teams and TRP more widely alongside the needs and targets of visiting companies, producers and marketing agencies.
- To retain senior oversight of TRP's brand and support the Head of Marketing in embedding the new brand narrative across the organisation.
- To lead TRP's Public Relations and Communications team ensuring the work we do, the work we make and the work we programme is reaching the largest possible audience.
- To maintain excellent relationships with partners and stakeholders as appropriate.
- To attend Theatre Royal Plymouth events regularly and contribute to finding solutions to any problems or queries which may arise.
- To fulfil any other duties as requested by the Deputy CEO, Producing and Programming.

Person Specification

We are committed to our core values of **quality, diversity, creativity** and **collaboration**. Everyone who works here, no matter what their function in the team, is expected to deliver their job and work with colleagues bearing these values in mind.

Essential Criteria:

- Strong leadership with a measurable track record of creating successful teams with tangible achievements in improvement and change management.
- A track record of senior leadership within communications, public affairs, public relations or a closely related discipline, with experience of providing strategic communications counsel at Executive or senior leadership level.
- Significant experience of developing and delivering strategic communications across a range of audiences and channels, ideally including corporate communications, media relations, internal communications, stakeholder engagement and reputation or issues management.
- Experience of successfully managing external communications agencies or specialist consultants, including setting strategic direction, providing effective challenge and integrating external expertise with internal teams.
- Demonstrable ability to lead as an experienced senior manager, setting clear direction and accountability while empowering specialist Heads of Department to lead within their areas.
- A strong understanding of the cultural sector and the role of a producing theatre, or demonstrable ability to quickly develop this understanding.
- A working knowledge of the strategic considerations required to lead a modern communications, marketing and revenue-focused portfolio in a changing marketplace, and the ability to be adaptable and resilient in the face of uncharted challenges.
- Socially aware, understanding TRP's civic responsibility and the requirement for TRP to develop its voice and presence in this area. You will be an advocate for creative engagement and understand the positive role charitable organisations like TRP have in place-making and community cohesion.
- Strong financial acumen including experience of creating, managing and maintaining campaigns and budgets.
- Strong time management skills with the ability to multi-task, manage conflicting priorities and meet strict deadlines.
- A strong collaborator, communicator and negotiator with experience of working with a range of stakeholders across departments and levels of seniority, including understanding of the impact of actions and their interdependencies where multiple stakeholders are involved.
- You'll be comfortable to challenge yourself and those around you to advocate for and make the changes required for TRP to be a more inclusive organisation, reflective and responsive to the communities we serve.

Desirable Criteria

- Able to demonstrate an understanding of and commitment to the role that diversity and inclusion play in the activities of Theatre Royal Plymouth as a whole and in the delivery of this particular role.
- Ability to remain calm under pressure, and to retain a positive, solutions focussed attitude with a strong sense of perspective.
- Senior-level experience or a strong working understanding of marketing, audience development and brand, sufficient to provide effective leadership and oversight of these disciplines.
- An awareness of the particular challenges and opportunities presented by the communities surrounding TRP in Plymouth and the wider region.
- Demonstrable understanding of Arts Council England's creative case for diversity and Let's Create strategy.
- Experience of developing the role of audiences and communities in institutional planning, such as through co-creation or citizen-led decision-making processes.
- Established networks within the relevant creative sectors and /or local networks that will enable the delivery of class-leading projects and programmes of work.
- Previous experience of capital projects: their impact on delivery and the opportunities they present for community and audience engagement.



Image credit: Dom Moore

Our Values

In addition, for this role, we hope to find someone with the following attributes:

Value	Meaning	Senior Leadership Attributes
Quality	Taking pride in achieving excellence. We take responsibility for and pride in what we do, recognising each other's good work. We set consistently high expectations and ensure that everyone has the skills to achieve excellence.	• Trustworthiness and discretion when dealing with confidential information. • Drive and enthusiasm to deliver constant continuous improvement and a passion for service excellence.
Collaboration	Valuing each other in the way we work, communicate and spend time together. We communicate regularly with each other, listening and understanding people's needs. We value and respect the relationships we have with colleagues and partners and we celebrate shared successes.	• A skilled communicator who can bring together diverse creative and production teams successfully. • A proactive manager and leader contributing to organisational and team goals. • Flexible, willing and able to be present as required during the production and performance periods of all shows.
Creativity	Being imaginative in everything we do. We use our knowledge, experience and judgement to explore doing things differently. We aim to empower everyone in the organisation to adopt a flexible, open-minded and imaginative approach.	• Open-minded and able to spot creative and artistic opportunities and successfully realise resulting projects.
Diversity	Embracing the diversity among our people and community. We embrace and value difference and individuality treating everyone as equally important. Together we are stronger and more effective.	• Able to work with a wide variety of colleagues from senior staff and Trustees to casual and freelance employees.

Inclusion & Diversity

We are committed to cultivating a culture of inclusion at TRP with a workforce, participants and audiences that reflect the diversity of the communities we serve. The collective power of each team member's life experiences, knowledge, innovation, self-expression and talent creates the very best environment for us to achieve our ambitions and lead the sector.

In recruiting for our team, we recognise the unique contributions that you can bring in terms of education, opinions, culture, ethnicity, race, sex, gender identity and expression, nation of origin, age, languages spoken, colour, religion, disability, sexual orientation and beliefs.



Image credit: *Paraorchestra* (2024) by Dom Moore

About Plymouth

There is a renewed ambition and investment strategy for the sustainable development of the city's offer, with arts and culture positioned as a core pillar of the city's identity.

Plymouth offers a great lifestyle, with a blend of coastal living and city amenities. With a relaxed atmosphere and affordable housing, there is a strong sense of community. From the expanse of Dartmoor for hiking and biking, to the wide beaches of Cornwall and Devon for surfing and swimming, there truly is something for everyone.

Plymouth is the fourth happiest UK city to live in. Over 40% of the city is designated as green space and is surrounded by three AONBs. Plymouth has 10 Local Nature Reserves, over 40 wildflower meadows, nine Special Sites of Scientific Interest and 28 County Wildlife Sites, with Plymouth Sound and Harbour as the country's first National Marine Park.



How to Apply

Please submit a letter of application (no more than two sides of A4, in a font size no smaller than 10 point) and a CV through our [recruitment portal](#) by Thursday 05 November, 09.00am.

Interviews are planned to take place in Plymouth on Tuesday 17 November. However, we will be reviewing applications as they are received and may conduct interviews throughout the recruitment period. As a result, this vacancy may close early should we identify a suitable candidate.

If you would like to submit your application, or require the job pack in an alternative format, please contact the Recruitment Team at recruitment@theatroyal.com.

We look forward to receiving your application.



Image credit: *FAME The Musical* (2026) by Johan Persson



Theatre
Royal
Plymouth



Supported using public funding by
**ARTS COUNCIL
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Image credit: Steve Haywood