

Director of Enterprise



Welcome Note

Thank you for your interest in our new Director of Enterprise post at Theatre Royal Plymouth.

If you're looking for an opportunity to join a dynamic and creative organisation and make a meaningful contribution to the strategic direction of all we do, then this could be the role for you.

This is a new role that aims to set the strategic direction of our commercial operations. We need a candidate who will be focussed on driving income and in turn enabling the organisation to deliver against its charitable objectives.

You will lead fantastic teams who care passionately about the impact of creativity on people's lives, and you have two extraordinary buildings, here in the city centre, and TR2 as your canvas and places of inspiration.

You'll be part of our Strategic Leadership Team. Our SLT works closely together to set the direction of the charity supported by a wonderful board of trustees led by our Chair, Dame Darcey Bussell.

We look forward to receiving your application.



James Mackenzie-Blackman
CEO & Artistic Director

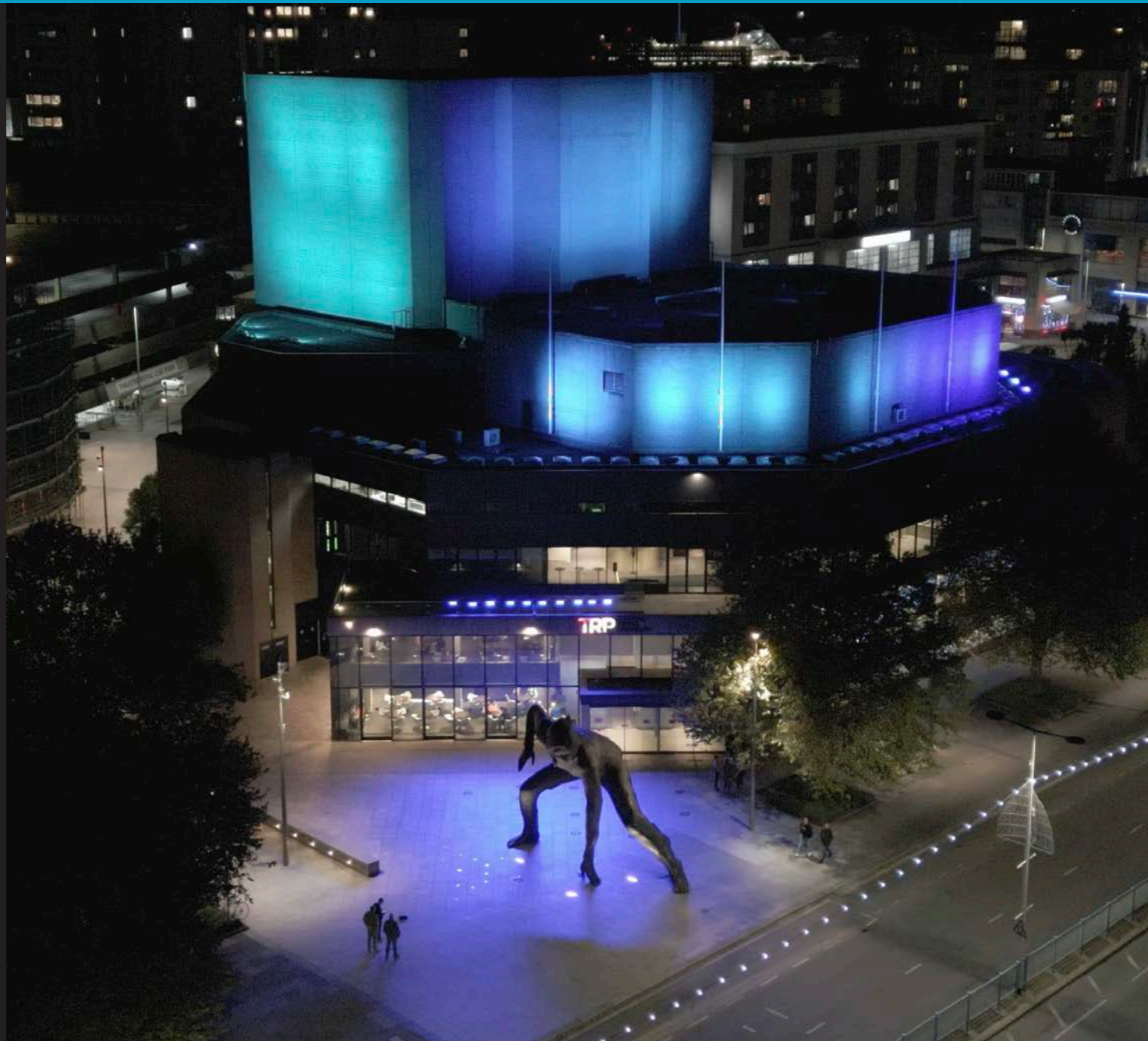


About Theatre Royal Plymouth

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 (cap. 1,300), The Drum (cap. 146), and The Lab (cap. 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 20+ 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 Enterprise ensures that TRP's artistic and creative ambitions are supported and achieved through strong commerciality of its Events, Food and Beverage offer (the activities of the trading subsidiary, Talklight), Scenic Workshop and Production Wardrobe.



Role Summary

Reports to: Deputy CEO, Finance & Operations

Responsible for: Head of Workshop; Production Wardrobe; Events, Food & Beverage

Salary: £65,000

Contract: Full time, permanent

Benefits: 33 days annual leave (inclusive of Bank Holidays); contributory pension.

The Director of Enterprise is part of the Finance and Operations directorate. They will report to the Deputy CEO, Finance and Operations, and be on TRP's Strategic Leadership Team (SLT). The post holder will work closely with TRP's CEO and Artistic Director and the Deputy CEO, Finance and Operations. As part of the SLT, 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 postholder will be a strategic and collaborative leader who uses their professional skills to maximise the commercial operations of TRP in support of the strategic vision. The postholder will keep a meticulous eye on the margin of our commercial activities. They will be committed to exploring new opportunities that grow income for the charity and as a result they will be target driven and cost sensitive.

This new role will work closely with the Director of Operations and other members of the SLT to focus on customer and supplier relations to ensure adaptable and responsive income growth for the charity.



Principal Responsibilities

- As a member of the Strategic Leadership Team to provide executive counsel and departmental leadership to steer and inspire the successful delivery of strategic objectives from a commercial perspective.
- To understand that TRP is in a period of transition and change, be an advocate for the organisation's development and growth and support your direct reports and their teams to deliver our renewed 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, participants and partners.
- To be comfortable guiding longer-term resource, investment planning and income projections, supporting your direct reports to successfully manage the day-to-day operations of their own teams.
- To work mindfully within the foundation pillars of audience & participants, diversity & inclusion, climate emergency and social value to support the creative strategy of TRP.



Principal Tasks

- To be an effective leader and oversee the training and development of the staff of the department in accordance with departmental and organisational aims and objectives.
- To advocate for and empower decision making through the analysis of data, improving the availability and visibility of actionable insight across the organisation.
- To ensure that our vision is aligned with the experience of our commercial clients 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 the theatre and at TR2.
- To focus on continual improvement across the portfolio. This will require you to monitor, document, and share results, outcomes, and ambitions with your teams, the Executive team, Trustees and Trustee-Sub Committees where 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 develop the commercial sales strategy, ensuring successful operational delivery and profitability of all ancillary sales functions in line with compliance and financial regulations (bars, merchandise, hospitality, etc).
- To be responsible for building licensing, ensuring compliance with associated conditions; DPS responsibilities in respect of the supply of alcohol.
- To line manage the Heads of Workshop, Events, Food & Beverage and Production Wardrobe.
- To maintain excellent relationships with partners and stakeholders as appropriate.
- To attend TRP 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, Finance and Operations.



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 income generation and change management.
- Significant experience of working at a senior level in a large-scale organisation with a commercial focus.
- Strong, proven commercial and entrepreneurial aptitude, recognising opportunities to drive work forward.
- Experience of managing a commercial operation for a not-for-profit organisation and the sensitivities that lie therein.
- Strong financial acumen, including experience of creating, managing and maintaining budgets.
- Strong time management skills with the ability to multi-task, manage conflicting priorities and meet strict deadlines.
- A keen eye for accuracy and detail with demonstrable skills in data management, analysis and reporting.
- Strong communication skills, both written and verbal.
- A strong collaborator, communicator and negotiator with experience of working with a range of internal and external stakeholders across departments and levels of seniority, including understanding the impact of actions and their interdependencies where multiple stakeholders are involved.



Desirable Criteria:

- Good understanding and knowledge of a wide range of art forms, in particular TRP's six art form strands (theatre; dance; children, young people & families; co-curated & outdoor work; scenic design and construction and artist development) as well as commercial events.
- Familiarity with commercial trading subsidiaries of cultural organisations and in-depth knowledge of at least one area of the Enterprise portfolio: Events, Food & Beverage offer, Scenic Workshop and Production Wardrobe.
- Able to demonstrate an understanding of and commitment to the role that diversity and inclusion play in the activities of TRP as a whole and in the delivery of this role.
- Ability to remain calm under pressure, and to retain a positive, solutions-focussed attitude with a strong sense of perspective.
- Previous experience of capital projects and their impact on delivery.



Our Values

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

- 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.

Diversity & Inclusion

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.



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.



Image courtesy of Visit Plymouth.

How to Apply

Please submit a letter of application (no more than two sides of A4, in point size no smaller than 10) and a CV by Friday 12 September, 12:00pm (noon) to: recruitment@theatreroyal.com.

First round interviews will be held in Plymouth on Friday 19 September.

If you would like to submit an application in an alternative format, such as a video/audio submission, or if you require the job pack in an alternative format please contact recruitment@theatreroyal.com.





Theatre
Royal
Plymouth



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