

# Director of Marketing, Audiences and Sales Recruitment Pack



**HELLO** and thank you for your interest in the role of Director of Marketing, Audiences and Sales at the Orange Tree Theatre (OT).

Our commitment to artistic excellence and innovation makes the OT an exciting and inspiring place to work. You will be part of a close-knit team of around 20 core staff where everyone makes a significant contribution, ideas are welcomed and people are encouraged to take responsibility and make things happen. We work hard and have fun at the same time, attending first day rehearsal read-throughs, rehearsal room drinks, press night parties and events. We are committed to creating a welcoming and inclusive workplace in which people can develop, do their best work and feel that they belong. Professional development is encouraged and supported.

*If you would like this job pack in another format, please contact Reya Muller at [reya.muller@orangetreetheatre.co.uk](mailto:reya.muller@orangetreetheatre.co.uk)*



## About the OT

The Orange Tree Theatre is an ambitious producing theatre in Richmond, South West London. It is one of the most exciting theatres in the UK and a key player in the national ecology under the current leadership of Tom Littler (Artistic Director) and Julie Weston (Executive Director). It was established in 1971 by Sam Walters and his wife Auriol Smith, with a circle of chairs in a room above the Orange Tree pub, producing shows lit by daylight through the window. Today, it occupies a 190-seat, in-the-round theatre in a converted school, together with an adjacent rehearsal and workshop block, and a converted shop housing our offices. The programme maintains the original commitment to combining classics and rediscoveries with new writing and investment in new artists and the community. Our intimate performance space fosters a close connection between performers and audiences.

This is a very exciting time to join the OT. We continue to break our box office records with an average occupancy in the 25/26 season of over 90%, testament to the excellence of the work created and the high calibre of actors and creative staff that we attract. Our engagement in the local community continues to grow, highlighted recently with the production of a large-scale event in Richmond Town Centre, engaging over 400 participants and creatives. We were Theatre of the Year at the Stage Awards in 2025, and multiple productions, actors and creative staff have been nominated for, and won, Olivier, Evening Standard, UK Theatre and Critics' Circle Awards.

Following a year-long transformational capital project we are excited to be opening new accessible and sustainable front of house spaces early in 2027.



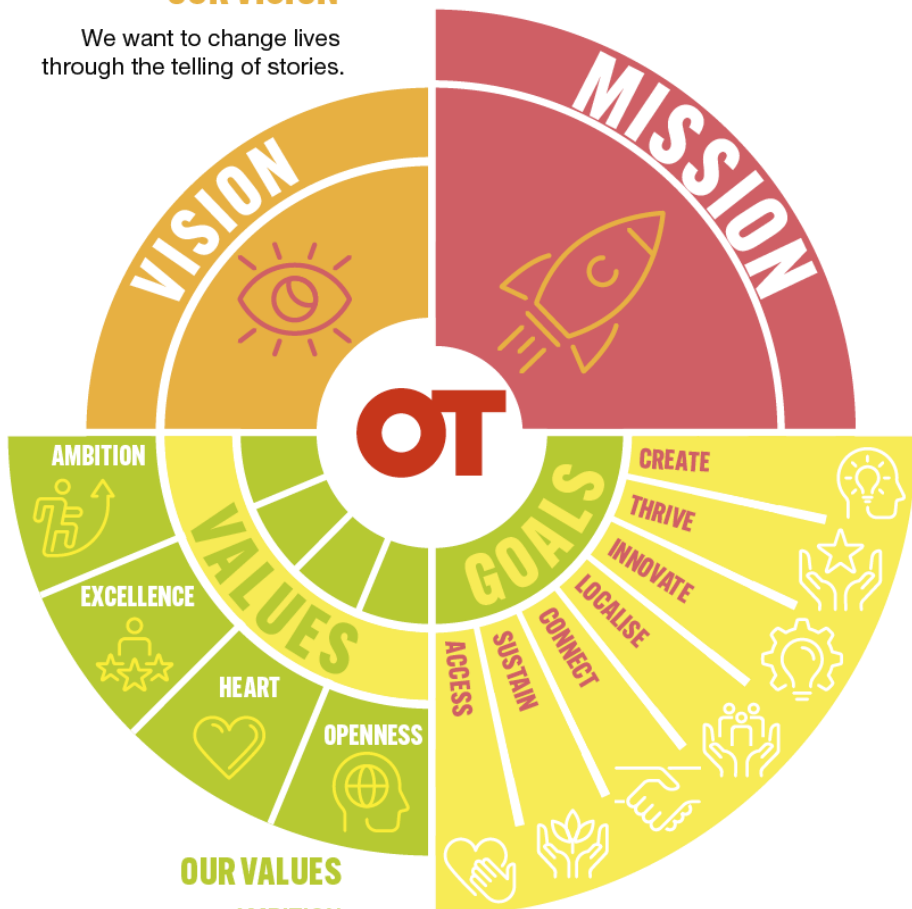
## OUR MISSION

To create world-class theatre in a local community, welcoming everyone to experience the joy, power and creativity of live theatre at the OT.

For everyone to feel warmly welcomed and connected with others, and to leave our space enriched, entertained, and eager to return as a friend.

## OUR VISION

We want to change lives through the telling of stories.



## OUR VALUES

### AMBITION

We are small but mighty. We dare to take on big plays, big projects, and big risks. We love a challenge. We support each other to try, to learn, and to grow.

### EXCELLENCE

We know that outstanding theatre can transform and enrich lives. On our stage and in our community, front of house and in the office, we aim for the extraordinary.

### HEART

We are a theatre of the heart. We create human stories that spark imagination and empathy. We treat each other with respect, kindness and understanding.

### OPENNESS

We are open to learning, to difference, to surprise. We open doors: to artists, to our community, to audiences. With our ever-growing circle of supporters, we will invest in transforming the experience of the OT for everyone.

## OUR GOALS

### CREATE

Artistic ambition with outstanding work and deep community roots

### THRIVE

Grow our audiences, supporters, partnerships and reach

### INNOVATE

New, diverse artists and theatremakers supported by all OT staff

### LOCALISE

Indispensable to the local area, audience and community

### CONNECT

A joined-up team collaborating internally and externally with new partnerships

### SUSTAIN

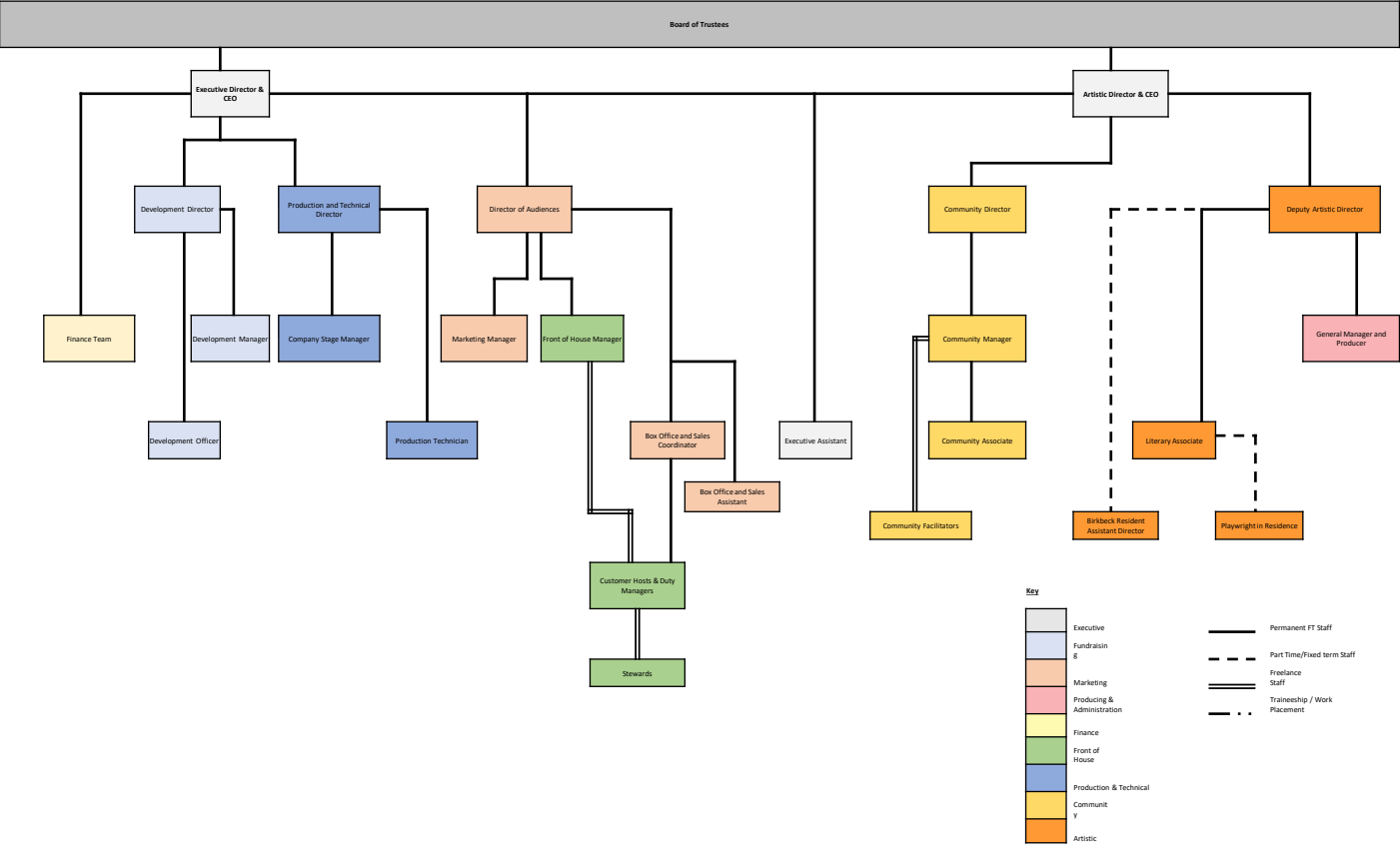
Making theatre and running an organisation responsibly

### ACCESS

Improve our access for audiences and artists to become a welcoming theatre for everyone

STAFF STRUCTURE

OT



*a small and quiet light, photo by Marc Brenner*

## Our Exciting Capital Development Project

Since starting in a room above the pub in 1971, and moving into our much-loved theatre-in-the-round in 1991, the Orange Tree has grown with the support of our audiences, artists, and our community.

Together we've created a theatre that is intimate, bold, and welcoming.

### Now, we are taking the next step.

2026 has been a year of transformation, as we said goodbye to our old FOH space and let the builders in, so that by early 2027, our building will be more accessible, sustainable, and truly a 'Theatre for Everyone'. Aiming to open early next year, we cannot wait to welcome audiences back through our exciting new space, and we are thinking about all the ways in which we can utilise the new space to its full potential.



#### Transforming **access**

No steps at the entrance, new lift & wheelchair access, for the first time everyone can enter through the same front door.



#### Creating a **welcoming** space

Improving facilities with additional restrooms, more space for audiences, community participants & events.



#### Investing in our local **community**

Protecting the cultural heritage of Richmond and positively impacting our local economy.



#### Embedding **sustainability**

Reducing our carbon footprint in our front-of-house and backstage spaces.



## JOB DESCRIPTION

|                         |                                                                                                      |
|-------------------------|------------------------------------------------------------------------------------------------------|
| <b>Job Title:</b>       | Director of Marketing, Audiences and Sales                                                           |
| <b>Responsible for:</b> | Marketing Manager, Front of House Manager, Box Office and Sales Coordinator<br>Box Office Assistant. |
| <b>Responsible to:</b>  | Joint CEOs                                                                                           |

**Purpose:** This new role is focused on optimising earned income and the customer experience.

The role brings together marketing, sales, ticketing, audience development, customer experience, communications and audience insight, ensuring that these areas work as one connected strategy rather than as separate functions.

Working closely with the Artistic Director and Executive Director, and alongside other members of the Senior Leadership Team, the Director of Marketing, Audiences and Sales will lead everything the Orange Tree does to attract, understand, welcome, engage and retain audiences. They will develop and deliver ambitious strategies which support the theatre's artistic ambitions, strengthens our relationship with audiences and maximises earned income.

The Director of Marketing, Audiences and Sales will be both a strategic leader and a highly effective people manager.

A key priority will be to build on the opportunities created by OT: Open to Everyone: ensuring that our newly improved building and facilities help us welcome more people, provide an excellent customer experience and develop deeper relationships with our audiences.



Poor Clare, photo by Ellie Kurtz

You would be joining the OT at a time of exceptional excitement and success. Since 2022, our box office returns have tripled to over £2m a year, and our Membership numbers have grown from 800 to 2800. We have won numerous critical accolades, and the OT is acknowledged as a major player within the London theatre ecology. We are also home to a thriving community, creative learning and education department, and a broad programme of artistic development work. Occupancy and pricing targets are ambitious and achieved successfully, so there is little room for error: execution needs to be consistently excellent.

In 2027, we will begin writing our 2028—33 business plan, and this role will be integral to the development of that strategy.

**In summary, the Director of Marketing, Audiences and Sales will:**

- Lead a process of change in bringing together front of house, box office and marketing teams into a new multi-faceted department focused on delivering an outstanding customer journey.
- Develop and implement plans to maximise box office income, employing effective ticketing strategies.
- Oversee the development and delivery of marketing campaigns for individual productions and ensure the representation of the OT within the wider community and theatre ecology.
- Lead the end-to-end audience experience in person and across digital and print platforms.
- Ensure that the trading areas at the theatre make the strongest possible financial contribution to the theatre.
- Deepen long term engagement with current audiences and develop ideas and plans to grow new audiences.

**All the above will be in the context of supporting the OT's artistic and charitable objectives.**

*Churchill in Moscow* photo, by Tristram Kenton



## Key Responsibilities:



### Senior Leadership

- Work closely with the Artistic Director and Executive Director and play an active part as a member of the senior management team, contributing to organisational strategy, business planning and budgeting.
- Lead the integration of currently separate but overlapping departments (marketing, box office and front of house).
- Represent the Orange Tree externally and develop relationships with relevant sector networks and partners, support the OT's work and productions and play a leading role in maintaining a staff culture that is ambitious for excellence, warm, and supportive.
- Champion the importance of audiences across the organisation.

### Sales and Earned Income

- Lead the Box Office Coordinator to maintain and develop successful pricing, capacity and sales strategies, deploying our limited inventory to ensure that earned income is maximised, and accessibly priced tickets are available for targeted groups and to the public.
- Lead the team in the transition to a daytime box office operating from the new front of house area, and the strategy for production/technical weeks when this area is configured for performances.
- Monitor sales performance and respond proactively to opportunities and challenges.
- Maximise earned income through limited use of dynamic pricing.
- Identify and develop profitable trading opportunities, including the bar and merchandise, that meet the needs of the OT audience.

**Red Speedo, photo by Johan Persson**



## Key Responsibilities continued:



### Marketing and Campaigns

- Lead the overall marketing and communications strategy for the Orange Tree, overseeing the development and delivery of effective and creative campaigns which reflect the ambition and identity of the OT.
- Work with the Marketing Manager on creating marketing campaigns for each production, using insight and information from the Artistic Director and creative teams.
- Strategically lead the on-sales including supporting and supervising all departments in ticketing, priority booking, artwork, copy, additional staffing, and all the necessary aspects of these key periods.
- Oversee the theatre's digital marketing, website, social media and content strategy.
- Lead on the delivery of press nights and celebrations and work closely with the Development Director on the implementation of fundraising events through the wider teams.
- Ensure consistency of the OT's brand across audience-facing communications and work with the joint CEOs on the evolution of the brand as required

### Front of House and Customer Experience

- Create and execute a strategy for effective use of the new front-of-house space, which will be in demand by multiple departments for many projects, including as a daytime box office, a staff working area, a reception desk, and a backstage area during production weeks and performances.
- Work with Front of House Manager and Box Office Coordinator to create a new daytime box office which also serves as a welcoming face of the OT for artists, community participants, and donors.
- Support the Front of House Manager in the creation of a simple daytime tea/coffee/cake offering, serving ticket purchasers, guests, artists, community participants and staff.
- Support the organisation's commitment to making the theatre genuinely open and welcoming to everyone, ensuring that all OT customers receive a welcoming, consistent and inclusive experience.
- Work with the Production and Technical Director and Front of House Manager to use the front of house areas (which double as backstage areas during performances and production weeks) in ways that are creative, safe, and a great experience for artists, staff, and customers.
- Ensure that accessibility and inclusivity is embedded within audience experience and communications.

**Fundraiser for OT Capital project, photo by Danny Kaan**



## Key Responsibilities continued:

### Audience Development and Engagement

- Work closely with the Development Director to create new opportunities for donor cultivation and stewardship, optimise pathways to individual giving, and steward our existing supporters in ways that enhance their experience and loyalty.
- Work with all departments to grow audience loyalty and booking frequency, and to attract new audiences, including under-represented audiences, especially the successful delivery of our Under-30s programme and our £1 tickets for those on benefits.

### Audience Insight and Data

- Develop a strong culture in the team of evidence-based audience and sales decision-making, deploying a knowledge and understanding of Spektrix across the wider team.
- Establish regular reporting and dashboards that give colleagues a clear understanding of sales, performance across the various marketing channels, and relevant audience insights.

*This list is not exhaustive and as befits a senior role in an arts organisation whose customer-facing work falls mainly outside office hours, you should expect some of your working time to be in evenings and weekends.*

***Ben and Imo, photo by Ellie Kurttz***



## PERSON SPECIFICATION

The right candidate will ideally have experience of marketing, communications, ticketing and front of house, but will first and foremost be a highly effective leader capable of running a new merged department ultimately responsible for over forty people and, crucially, every customer's first contact with the OT.

- Significant experience in a leadership or management role at SLT/SMT level within the arts or cultural sector.
- Substantial experience of marketing, audience development, ticketing, and customer service within the arts or cultural sector.
- Strong commercial awareness and an understanding of the relationship between artistic ambition and financial sustainability.
- Highly skilled at people management (including part time and casual staff), able to motivate and develop staff to achieve high standards of performance.
- Ability to balance long-term strategic thinking with the practical demands of a busy producing theatre.
- Experience of leading successful campaigns and delivering against challenging sales targets.
- Demonstrable experience of successful change management.
- Exceptional and evidenced ability to communicate clearly and collaboratively in all formats with a range of senior and junior colleagues.
- Knowledge of the Spektrix ticketing system and experience of using data to inform decisions.
- Knowledge (and ideally experience) of front of house and customer-service environments, including bars and catering.
- Understanding (and ideally experience) of working with fundraising and development teams to deepen relationships with supporters and audiences.
- Accurate written English, strong proofreading skills, a passion for detail and an eye for the big picture.
- A commitment to access, inclusion and removing barriers to participation and attendance.
- A passion for and broad knowledge of the arts/theatre, and preferably a detailed knowledge of the London theatre ecology.



Simon Callow as part of *Richmond Myths* community show, photo by Thomas Atkinson-Joy



*Vincent in Brixton*, photo by Johann Persson

## Contract and terms

**Title of post:** Director of Marketing, Audiences and Sales

**Salary:** circa £55k per annum dependent on experience

**Contract:** Permanent, subject to a probationary period of 3 months

**Notice:** 3 months

**Holiday entitlement:** 21 days per year, plus 8 statutory bank holidays. This increases by one day each year of service, capped at 25 days.

**Hours:** 40 hours per week inclusive of breaks. The role includes evening and weekend working as part of the normal working pattern. The frequency will vary according to the programme and the requirements of the role.

**Reporting to:** Artistic Director/Executive Director (Joint CEOs)

## Staff benefits

2 complimentary tickets to all OT shows

Tickets to other theatre productions including a monthly team theatre trip.

Access to training and professional development opportunities

Public transport season ticket loan

Auto-enrolment pension contributions (subject to eligibility)

40% discount in the OT Bar

**Deadline:** 5pm Thursday 5<sup>th</sup> November

**First Interviews:** w/c 16<sup>th</sup> November

**To apply** please send a CV with 2 references, including your current or latest employer, along with a short cover letter outlining your suitability for the role. These should be sent by email marked **Director of MAS** to [jobs@orangetreetheatre.co.uk](mailto:jobs@orangetreetheatre.co.uk). We will not check references without prior approval.

We are an equal opportunities employer and we welcome applications from those traditionally underrepresented in the arts, as well as candidates who may be returning to work after a pause in their career. Please also complete the Equal Opportunities Form here: [Equal Opportunities & Monitoring form – Fill in form](#)

To hear more about the role, please contact Reya Muller on [reya.muller@orangetreetheatre.co.uk](mailto:reya.muller@orangetreetheatre.co.uk) to arrange a time to speak to one of the joint CEOs.



**Rehearsals for *Murder in the Cathedral*, photo by Marc Brenner**