



**MARLOWE  
THEATRE**

# **RECRUITMENT PACK**

**DIRECTOR OF COMMUNICATIONS AND PUBLIC AFFAIRS**



# THE MARLOWE THEATRE

## ABOUT US

**The Marlowe Theatre, Canterbury is one of the UK's most successful large-scale regional theatres (UK Theatre of the Year, The Stage Awards 2022). Our mission is to be the engine house for the performing arts in Kent, shaping the spirit of our region.**

We bring West End musicals, national companies, a symphony orchestra season and high-profile tours to Kent audiences, in a year-round programme of theatre, dance, opera, music and comedy in our 1,200-seat Main House.

Last year we launched Marlowe Theatre Productions and began producing large-scale plays, made in Kent before touring nationally. Our 150-seat Studio is dedicated to the development of new ideas, with a mix of research and development with resident and visiting companies, sharings and presented shows, plus a family show at Christmas.

Our groundbreaking work with young people includes a thriving Youth Company; Youth Voice; co-delivery of a UAL Level 3 Performing Arts course with East Kent Colleges Group; being the national home of Matthew Bourne's New Adventures' Cygnet School and the Royal Shakespeare Company's Associate Theatre in the South East.

We are committed to supporting and investing in artists. Our Artists' Network, a community for artists and theatremakers of all backgrounds and disciplines, has over 500 members, and gives artists access to development and networking opportunities, including a mentoring scheme. Our Writers' Room, led by award-winning playwright Leo Butler, brings together aspiring and emerging writers in Kent and we hold an annual Writers' Room Festival.

As the largest performing arts employer in the region, we are committed to developing the workforce of the future, providing apprenticeships and work experience opportunities for over 100 young people every year across all areas of theatre-making.

### KEY STATS 2025/26

**402,370** people attended a show

**£20m** annual turnover

**£54m** economic impact to our region

## In 2025/26

We worked with **65 local schools**

**Over 4,000 young people**  
took part in our programmes

We are also fast outgrowing our spaces and developing major capital projects as a result, including turning the 800-year-old Poor Priests' Hospital within the city walls into a Creative Learning Centre and free heritage destination, with support from the Levelling Up Fund and the National Lottery Heritage Fund. We are also looking towards the long-term development of our theatre building, increasing our technical and producing capacity.

Our investment in our loyalty strategy has ensured that we have consistently strong and engaged audiences for our varied programme. We've also received recognition from our industry, winning Theatre of the Year at The Stage Awards for our innovative approach to supporting the theatre sector and a Workforce Award from UK Theatre for our investment in our People Plan, ensuring our high calibre team are rewarded and supported.

We are a Creative Green organisation and are committed to taking action on climate change and environmental sustainability.

**"The Marlowe Theatre took the Theatre of the Year title for its extraordinary engagement projects with artists and audiences." - The Stage**

## In 2025 we offered:

**Over 1,000** hours of work experience and careers-focused workshops for **894** students with our local education partners.



THEATRE OF THE YEAR  
2022



BEST THEATRE IN KENT  
2024



WORKFORCE AWARD  
2022



EAST KENT APPRENTICESHIP AWARD  
2025





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## ABOUT THE ROLE

We are looking for an ambitious and talented theatre communications professional to join the Marlowe Theatre in the newly created role of Director of Communications & Public Affairs.

This is an exciting opportunity for someone ready to take the next significant step in their career. Working at one of the UK's leading regional theatres, you will play a central role in shaping how the Marlowe communicates its artistic vision, cultural impact and ambition, while strengthening relationships with audiences, artists, partners, funders and key decision-makers.

There has never been a more exciting time to join us. Our strong commercial performance – reflected in £20M annual turnover and a local economic impact of £55M - has given us the platform to extend our work. In recent years, we have expanded beyond our role as a presenting theatre, developing our own main house national touring productions, supporting artists through our Artists' Network and Writers' Room and delivering an annual new writing festival. Alongside this, we have grown our learning, participation and vocational training programmes, embarked on major capital developments, and continued to increase both our audience reach and our contribution to the regional economy.

As we enter our next phase of growth, we are seeking a strategic and collaborative communications leader with experience within theatre, the performing arts or the wider cultural sector. You will understand the opportunities and challenges facing today's cultural organisations and be adept at communicating the value of the arts to a wide range of audiences and stakeholders.

As a member of the Strategic Management Team, you will contribute to organisational decision-making and long-term planning, gaining broad leadership experience within a complex and ambitious cultural organisation.

We are keen to hear from experienced communications professionals who are looking to broaden their strategic influence, develop their leadership capability and play a key role in shaping the future of a nationally recognised theatre.



## JOB DESCRIPTION

**Job title** Director of Communications & Public Affairs

**Reports to** Executive Director

**Salary** £54,979 per annum

### Job purpose

To lead on the Marlowe Theatre's relationships with our audiences and key stakeholders through the development and delivery of communications and public affairs strategies, in line with the ambitions and priorities in the Marlowe Theatre's Business Plan.

### Principal accountabilities

- To lead the development and delivery of the Marlowe Theatre's public relations and communications strategies, ensuring that the Marlowe Theatre's reputation is maintained and enhanced through media, audience and stakeholder relationship campaigns.
- To lead on the development and delivery of the Marlowe Theatre's Public Affairs strategy, focusing on relevant policy areas with both a regional and national focus.
- Keeping up to date with policy changes and the wider public and political conversation around cultural strategy and priorities and communicating these internally, ensuring that we are consistently positioning ourselves effectively on the regional and national political landscapes.
- Oversee the development and delivery of an effective internal communications plan.
- To work in collaboration with the Director of Marketing to ensure a joined up approach across communications and marketing.
- To ensure that your team works in a safe and legal way to comply with regulatory and legislative requirements.
- To contribute to the development of policy and play a significant role in the strategic direction of the theatre as a member of the Strategic Management Team.
- To lead and develop the team, ensuring that staff are effectively recruited, have development opportunities, and are supported to deliver their objectives.
- To drive your own career and skills development, making the most of the opportunities made available to you.
- To live and represent the Marlowe Theatre's values.

## Required attributes

### Required qualities

#### **OUR VALUES**

##### **Supportive and Collaborative**

Working together with kindness, compassion and mutual understanding.

##### **Authentic and Inclusive**

Diversity is our strength and we thrive through truth and connection.

##### **Creative and Ambitious**

We embrace opportunity with imagination and purpose.

In order to live our values, our Director of Communications & Public Affairs should be:

- An inclusive leader, able to support the communications team to deliver ambitious strategy.
- Able to collaborate and develop coherent strategy plans across teams.
- Able to embrace flexible ways of working to support the development of communications plans for our presented and produced programmes of work.

### Knowledge

- Excellent knowledge of regional and national media.
- Excellent knowledge of communications and public affairs theory and practice in a performing arts environment.
- Good knowledge of theatre or the performing arts.
- Good understanding of the political landscape and how changes may impact the sector.

### Skills

- Excellent communications skills, with the ability to use a broad range of strategies and tools.
- Excellent interpersonal skills with the ability to influence, and negotiate with, people at all levels of authority.
- Good public relations skills.
- Good creative copywriting skills.
- Good problem-solving skills.

### Experience

- Significant experience of managing national and regional media relations.
- Good experience of working at a senior level within a fast-paced environment.
- Good experience leading a public affairs and/or communications strategy and function within a theatre or performing arts environment.
- Good experience of managing teams to deliver objectives.
- Good experience of working with external consultants and in house PR teams.

## Job dimensions

Annual budgetary amounts

TBC

Number of staff reporting to the job holder

1

Any other relevant statistics/information

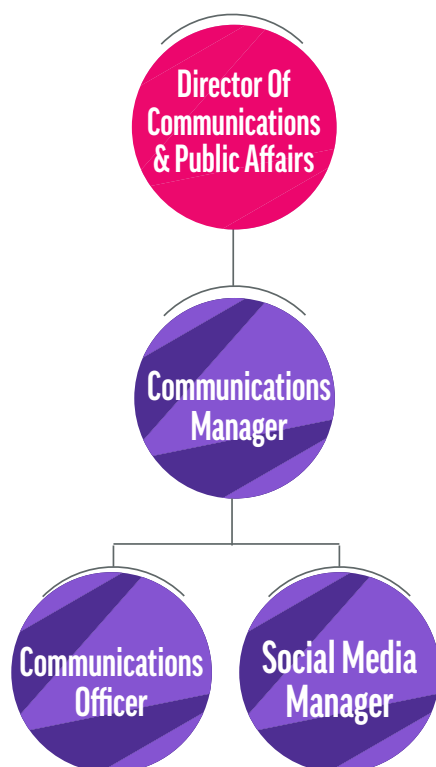
Department of 4 (including post holder)

## Working environment

The Marlowe Trust is open to flexible working so talk to us about how you think you can best deliver this job and about your flexible working needs.

The Marlowe Theatre's performances happen mostly in the evenings and at weekends. In order to deliver the best service to our customers, all of our posts, whether frontline, strategic, planning or support roles, require some evening and weekend working.

## MARLOWE THEATRE COMMUNICATIONS TEAM STRUCTURE



### KEY

■ Strategic Management Team

■ Permanent staff

The background of the image is composed of several large, overlapping triangles in various shades of purple and magenta. The triangles are oriented in different directions, creating a dynamic and abstract geometric pattern. The colors range from a deep, dark purple to a lighter, more vibrant magenta.

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THEATRE**