

# TRAFALGAR THEATRES

## JOB DESCRIPTION & PERSON SPECIFICATION Venue Director

### KEY INFORMATION

<b>Role Title</b>	Venue Director
<b>Reports to</b>	Regional Director
<b>Hours</b>	Full-time, 40hpw
<b>Contract</b>	Permanent
<b>Annual Leave</b>	25 days per annum plus Bank Holidays
<b>Salary</b>	£70k - £75k
<b>Location</b>	Cliffs Pavilion & Palace Theatre Southend

### ABOUT TRAFALGAR ENTERTAINMENT (TE)

Co-founded by Sir Howard Panter and Dame Rosemary Squire in 2017, Trafalgar Entertainment is a premium international live entertainment business focussed on new productions, venue ownership, Performing Arts education, theatre ticketing, the distribution of live-streaming innovative content and the provision of great theatres where people can come together to share in the experience of live entertainment. TE is home to Trafalgar Theatres, The Chiswick Cinema, Trafalgar Theatre Productions, Trafalgar Releasing, Trafalgar Tickets, Stagecoach Performing Arts, Drama Kids/Helen O'Grady Drama Academy, ticketing company London Theatre Direct, Stagedoor, Jonathan Church Theatre Productions, and Imagine Theatre.

### ABOUT TRAFALGAR THEATRES

Trafalgar Theatres is the venue-operating division of TE. We currently operate 21 venues; including 14 in the UK regions; the Trafalgar Theatre in London's West End and the Theatre Royal in Sydney. We're growing fast, we're confident in what we do, and we're ambitious about the future. There's never been a better time to get onboard. We are passionate about entertainment, audiences, and the live experience and we value Creativity, Collaboration, Excellence and Respect.

### CLIFFS PAVILION & PALACE THEATRE SOUTHEND

At the heart of Southend-on-Sea's cultural life are the Cliffs Pavilion and the Palace Theatre - two iconic venues united by a shared passion for live entertainment.

Opened in 1912, the Palace Theatre is a charming Edwardian venue, rich in original features and music hall heritage, offering an intimate setting for a diverse range of performances.

The Cliffs Pavilion, opened in 1964 following work that began in the 1930s, has grown into Essex's largest purpose-built performing arts venue. With a 1,657-seat auditorium and versatile event spaces, it hosts an eclectic programme spanning West End musicals, concerts, comedy, family shows and community events. A major refurbishment programme will ensure it continues to thrive for generations to come.

Together, we welcome thousands of visitors each year, celebrating over a century of entertainment at the heart of the community.

### ABOUT THIS ROLE

As Venue Director, you will be the driving force behind the success of your venue – shaping its vision, leading its people, and ensuring its place at the heart of both the local community and Trafalgar Theatres' national portfolio.

This is a leadership role for a dynamic, commercially minded, and creative individual with the ambition to deliver exceptional customer experiences, achieve outstanding business results, and position the venue as a cultural destination of choice for audiences, artists, and producers alike.

You will balance strategic vision with operational excellence, inspiring your team to deliver first-class service and innovative approaches, while ensuring commercial growth, community engagement, and long-term sustainability.

Through strong and capable leadership, the Venue Director has a direct responsibility for the ongoing success of the venue; driving a process of continuing improvement; embedding a culture that is focussed on results; and ensuring the effective management and motivation of the venue team.

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The Theatre Director reports to the Regional Director and has wide-ranging relationships with others across Trafalgar Entertainment.

## KEY RESPONSIBILITIES

### Strategy & Commercial Leadership

- Own the venue's strategy and business plan (short, medium, long-term) to achieve or exceed budgeted EBITDA and growth targets. Track KPIs/OKRs and course-correct decisively.
- Plan and forecast budgets, maximise profitability across all revenue lines (primary and secondary), and ensure strong financial controls and timely reporting with central finance.
- Allocate resources smartly and proportionately to deliver targets; monitor labour efficiency and cost as a % of profit.
- Create and pursue new income streams (e.g., hires, corporate partnerships, sponsorship) aligned to venue vision and group strategy.

### Programme, Product & Marketing

- Contribute actively to venue programming with the central Programming team; bring ideas, relationships and local intelligence, and take ownership for delivery and results.
- Ensure timely, accurate contracting for events, performances, hires and activities in line with company policies.
- With the venue marketing team, shape in-venue marketing strategies to support campaigns to deliver attendance, revenue and brand targets; share performance insights to inform future plans.
- Develop strong, positive and collaborative relationships with the central Campaign, CRM and Content teams to ensure marketing activity is aligned and executed excellently

### People & Culture

- Lead, inspire and develop a capable, motivated management team and wider workforce. Set clear goals, review performance, and address issues promptly.
- Embed Trafalgar values; create a positive, respectful, inclusive, collaborative culture that nurtures potential, supports wellbeing and champions innovation.
- Agree and monitor personal, business and service targets with managers
- Create a talent pipeline, identifying key roles

### Operations & Standards

- Ensure excellence in customer service across all touchpoints; achieve attendance and service KPIs.
- Oversee local contracts for cleaning, maintenance and H&S; maintain security, statutory compliance and the highest standards of health & safety.
- Uphold best practice in recruitment, retention, admin, compliance and financial control.

### Partnerships, Community & Group Collaboration

- Build productive relationships with producers, promoters, local authorities, media, tourism and cultural agencies, education providers, amateur societies and community partners.
- With the Creative Learning team, develop impactful community engagement programmes that position the venue as a hub for creativity and learning.
- Work cross-functionally with Trafalgar businesses to unlock shared opportunities and alternative revenue streams. Be an effective ambassador for the venue and the group

## PERFORMANCE MEASURES

- Venue profitability and EBITDA contribution
- Achievement of business plan objectives, KPIs, and OKRs
- Attendance, customer satisfaction, and service excellence metrics
- Growth of secondary income and new revenue streams
- Staff engagement, retention, and development
- Delivery of community engagement and partnerships

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### ABOUT YOU

- A motivated, engaging, and resilient leader with a track record of success in a theatre, live entertainment, or comparable venue setting.
- Commercially savvy, results-focused, and entrepreneurial, with an ability to innovate and adapt to opportunities.
- Experienced in leading, motivating, and developing teams to achieve high performance.
- Strong relationship builder with excellent communication skills, able to work effectively with producers, promoters, stakeholders, and colleagues at all levels.
- Skilled in financial management, business planning, and delivering commercial success.
- Creative and audience-focused, with a passion for live entertainment and commitment to developing community and cultural engagement.
- Organised and adaptable, able to manage competing priorities, meet deadlines, and seize opportunities.

### DESIRABLE EXPERIENCE

- Evidence of sustained business growth and service delivery in a comparable venue.
- Experience of hospitality/food and beverage operations in a cultural or entertainment context.
- Understanding of theatre and entertainment marketing.
- Knowledge of ticketing or retail systems.
- Relevant management qualifications or health & safety training.
- Degree-level education or equivalent experience.

Trafalgar Entertainment is an equal opportunity employer. We celebrate diversity and are committed to creating an inclusive environment for all employees. We welcome applications from people in groups where we are under-represented, for example people with disabilities, from minority ethnic groups, older returners and people who are neurodivergent.

This role may be subject to a Disclosure and Barring Service (DBS) check or other security screening, depending on the specific requirements of the position. We are curious, courageous, and ambitious, empowering people to challenge and innovate in pursuit of excellence.

This Job Description is not an exhaustive description of your duties. You will be required to adopt a flexible approach to your role and responsibilities. From time to time, you may be required to undertake such alternative or additional duties as may be commensurate with your skills, experience, and capabilities.