A black background with blue and red text

AI-generated content may be incorrect.

## Head of Theatre, Performing Arts and Touring

## Role Description

|  |  |  |
| --- | --- | --- |
| Salary grade: |  | E |
| Reference number: |  | HTPAT |
| Team: |  | Arts |
| Reporting to: |  | Deputy Director of Arts |
| Line managing: |  | Relationship Manager (Theatre and Touring), Arts Development Enabler, and Team Co-ordinator |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, whereas many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

The Head of Theatre, Performing Arts and Touring is a strategic leadership role requiring deep expertise in theatrical development, cultural policy, and performing arts excellence. You'll be an established practitioner with extensive experience in nurturing theatrical talent and building resilient, diverse creative ecosystems across Wales’s dynamic performing arts landscape. Drawing on your specialist knowledge and proven track record, you'll drive our ambitious vision for developing these sectors through comprehensive strategic frameworks following the findings of the 2025 English Language Theatre Review, leading implementation of key recommendations while creating transformative theatre and performance experiences.

As an expert in theatre production, performing arts development, touring networks, audience engagement, and strategic programming, you'll leverage your extensive professional experience to champion pathways that connect Welsh theatre makers and performers with stages across the nation and beyond, while strengthening the resilience and reach of Wales’s theatrical and performing arts ecosystem. Your role demands sophisticated understanding of sector dynamics, enabling you to negotiate complex partnerships across theatrical institutions, performance venues, and cultural bodies while identifying infrastructure gaps, developing innovative production and touring models, and creating sustainable frameworks that support a thriving, diverse performing arts sector.

You'll apply your specialist expertise to address critical challenges facing the Welsh performing arts landscape, develop innovative programming frameworks, and create sustainable strategic approaches that support a flourishing theatrical ecosystem. Your comprehensive knowledge of best practices will be essential as you lead transformative initiatives—supporting excellence in performance and creation, expanding access to high-quality theatrical experiences, and establishing robust pathways for Welsh performing arts talent to flourish nationally and internationally.

Reporting to the Deputy Director of Arts, you'll mentor Relationship Managers and Enablers while establishing Welsh theatre and performing arts' presence on national and international stages. Throughout all strategic initiatives, you'll integrate our key cross-cutting themes: promoting the Welsh language, addressing climate challenges, and advancing diversity and inclusion at a strategic level, ensuring these principles inform all theatre, performing arts, and touring policies, partnerships, and programming decisions, requiring sophisticated expertise in managing and negotiating complex, multi-faceted cultural development programmes. This visible role requires active engagement across Wales’s performing arts sector and strategic connections beyond—representing the Council and creating pathways for theatrical and performance excellence rooted in Wales.

### Principal responsibilities

#### Leadership and Strategy

As part of your role, you will:

* Lead on the creation and implementation of sector specific strategy, with specific focus on implementing recommendations from the English Language Theatre Review, that contributes to the Arts Council overall, long term strategy as a member of the management board.
* Manage Relationship Managers, Enablers and Team Coordinators, providing mentorship to develop expertise in contemporary theatre practices with Welsh focus
* Lead cultural development across Circus and Welsh theatre ecosystems, creating pathways for theatre makers and organisations based in Wales
* Develop and implement the Arts Council's Circus and theatre strategy, including delivering specific recommendations from the English Language Theatre Review
* Implement place-based approaches to theatre development with venues, companies, and local stakeholders throughout Wales
* Convene and Chair sector group meetings, funding panels and lottery grants assessment related to Circus, theatre and touring with emphasis on Welsh development and production
* Use data tools effectively to track impact and identify trends in theatre production, audience engagement, and touring models
* Foster inclusive practice within Wales’s diverse theatre communities

To deliver your role you will:

* Implement an ambitious vision for Welsh theatre that elevates its presence nationally and internationally
* Champion innovative production and touring models that address infrastructure gaps across Wales
* Build sector resilience by developing sustainable business frameworks for theatre companies of all scales
* Establish strategic pathways for Welsh talent to access high-profile platforms like Edinburgh Fringe and other opportunities
* Create mechanisms for diverse voices to influence and shape Wales’s theatrical landscape
* Develop cross-border partnerships that bring new resources and opportunities to Welsh theatre makers
* Use evidence-based approaches to identify trends and measure the impact of strategic interventions
* Promote artistic excellence while ensuring inclusive and accessible theatrical experiences
* Reflect the Nolan Principles of Public Life in all aspects of sector development and advocacy

#### Key Relationships

The Head of Theatre, Performing Arts, and Touring will build and maintain senior relationships with internal staff and external stakeholders in this sector. This will include supporting the development of programmes of work within the Arts Councils strategies and advising on artistic and related matters. These relationships will include:

* Directors and Arts Council colleagues working on strategic theatre development and funding programmes
* Welsh Government departments and Local Authority leads supporting culture, creative industries, and international relations
* Theatre venues, producing houses, National organisations and touring companies across Wales and the UK
* Independent theatre makers, playwrights, directors, and producers within Wales
* Uk and international festival partners
* Educational institutions including RWCMD, universities, providers and organisations offering opportunities for children and young people such as NYAW and the URDD

#### Theatre Strategy and Sector Leadership

* + Develop a comprehensive strategy for theatre production and touring in Wales based on the English Language Theatre Review
  + Establish and oversee a theatre panel drawing expertise from within Wales and beyond to implement review recommendations
  + Create frameworks supporting larger-scale theatrical work
  + Design initiatives that increase the availability of mid-scale touring product to venues across Wales
  + Lead strategic evaluation of Welsh presence at Edinburgh Fringe Festival ahead of 2026
  + Collaborate with National Youth Arts Wales and URDD to dovetail theatre strategy with youth development initiatives

#### Production & Touring Development

* + Identify current and future infrastructure needs across Wales’s theatre ecosystem, addressing the review's findings on mid-scale touring product shortages
  + Work with partners to develop touring frameworks that address technical, creative, and financial challenges in the post-pandemic landscape
  + Design sustainable touring models including potential repayable grants approaches
  + Establish stronger connections between major producing houses and independent theatre makers
  + Support the development of touring networks
  + Develop initiatives to enhance venue marketing capabilities across Wales

#### Equity & Sector Development

* Implement targeted strategies to address historic inequities in the Welsh theatre sector
* Establish pan-Wales networking events for global majority communities and theatre practitioners
* Develop comprehensive support for inclusive theatre practice
* Ensure diverse voices and approaches across Wales are represented in programming and partnerships
* Deliver high-impact initiatives advancing Welsh theatre nationally and internationally
* Support production companies in creating accessible formats for diverse audiences

#### Partnerships & Networks

* + Build strategic relationships across Wales, the UK, and internationally that benefit Welsh theatre makers
  + Represent ACW and Welsh theatre at key festivals, conferences, and showcases
  + Create forums for enhancing critical discourse around Welsh theatre, including implementing a critics' development scheme
  + Develop relationships with funders, co-producers, and cultural institutions with focus on Welsh benefit
  + Strengthen connections with education providers, particularly exploring mechanisms for Welsh plays to be considered for school curricula
  + Host regular meetings with foundations and funding sources to enhance sector access to diverse income streams

#### Resource Management & Professional Development

* Oversee funding initiatives related to theatre production and touring in Wales
* Establish a network of mentors to assist individuals and companies in developing their work
* Coordinate R&D showcasing and evaluation processes, encouraging collaborative sharing events
* Develop producer training initiatives as recommended in the review
* Support directing opportunities across Wales
* Ensure tracking and assessment of R&D projects to maximise sector learning and development
* Clearly signal opportunities for individuals to apply for lottery funding for training and development
* Ensure alignment between specific sector needs and budget allocation
* Approval of purchase orders within delegated authority
* Manage and monitor assigned budgets, seeking partnership funding opportunities

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company, and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward-looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So, we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

|  |  |  |
| --- | --- | --- |
|  | Essential | Desirable |
| Qualifications | * Theatre or performing arts related degree and/or significant professional experience in this sector |  |
| Knowledge | * Expertise in contemporary theatre production, touring models, and audience development with sophisticated understanding of theatrical innovation frameworks, sector dynamics, and strategic approaches that inform high-level decision-making across diverse performance contexts and scales * Comprehensive expertise in the Welsh theatre landscape and strategic policy implementation, including detailed knowledge of the 2025 English Language Theatre Review findings and proven ability to translate key recommendations into transformative sector development initiatives * Strategic knowledge of international showcasing opportunities, Circus and festival ecosystems, particularly the international festivals framework, with understanding of global presentation platforms, programming processes, and strategic approaches that maximise artistic impact and cultural exchange for Welsh theatre makers * Expert knowledge of theatre sector structures, funding models, and revenue streams, including understanding of evolving arts funding frameworks, resilient business models, and sustainable development approaches that support theatrical innovation and organisational recovery * Deep understanding of technical, creative, and logistical aspects of theatrical presentation across scales, with comprehensive knowledge of production frameworks, venue requirements, and delivery mechanisms that enable excellence * Strategic leadership in equalities frameworks and their transformative application to contemporary theatre development in Wales, with demonstrated expertise in designing and implementing comprehensive diversity, equity, and inclusion strategies that remove systemic barriers and create sustainable pathways for underrepresented groups in the performing arts sector | * Knowledge of emerging technologies and their application in contemporary theatre practice |
| Skills & Experience | * Demonstrated executive leadership in theatre production and touring sector development with extensive senior-level experience in conceptualising, scaling, and delivering transformational performing arts programmes with measurable sector-wide impact * Established expertise in developing strategic responses to sector reviews and major policy developments, with proven track record of translating complex policy frameworks into actionable strategic initiatives that drive theatrical excellence and sector transformation * Advanced capabilities in policy development and strategic project management within contemporary theatre contexts, with documented success in designing comprehensive policy frameworks that respond to evolving theatrical practices and drive artistic innovation across diverse performance disciplines * Sophisticated strategic partnership building within theatre networks nationally and internationally, with proven ability to establish and sustain complex multi-stakeholder relationships that deliver transformational outcomes across venues, production companies, and cultural institutions * Robust financial and organisational acumen specific to theatrical production and touring, with demonstrated ability to optimise resources, develop sustainable funding strategies, and drive strategic decision-making that supports innovative production models and touring frameworks * Proven leadership in building and developing high-performing teams, with proven mentoring expertise that cultivates talent and drives professional advancement across diverse theatrical and performing arts disciplines * Strategic expertise in evaluating and developing international showcasing opportunities, with demonstrated ability to assess global platforms, negotiate complex presentation frameworks, and create pathways that maximise artistic impact and cultural exchange for Welsh theatre makers * Strategic analytical capabilities and complex project management expertise with demonstrated ability to synthesise sector intelligence into actionable strategic frameworks while adapting to changing theatrical practices, audience behaviours, and industry developments | * Experience with the Edinburgh Fringe Festival ecosystem, either as a producer, programmer, or participant * Cultural exchange experience and established networks in national and international theatre * Experience of venue management or festival programming * Public/charitable sector work in arts-related roles * Professional background in theatre practice (directing, producing, etc.) |
| Attributes | * Passionate advocate and strategic developer of Welsh theatre talent across all forms, with comprehensive approach to nurturing excellence across diverse theatrical disciplines and demonstrated commitment to positioning Wales’s distinctive theatrical heritage and contemporary innovation on national and international stages * Results-driven executive with exceptional independent leadership capabilities across multiple disciplines, with proven track record of delivering complex, outcome-focused initiatives that hit performance targets and drive measurable transformation across diverse theatrical and performing arts sectors * Strategic commitment to addressing historic inequities in the Welsh theatre sector, with demonstrated expertise in developing and implementing transformative approaches that create sustainable pathways for underrepresented artists and communities while fostering systemic change across the performing arts landscape * Sophisticated analytical capabilities in evaluating diverse theatrical practices and identifying strategic development opportunities, with proven ability to recognise emerging trends, assess artistic potential, and create frameworks that support innovation and excellence across contemporary performance disciplines * Visible presence and commitment to strategic engagement across Wales, the UK and internationally, with demonstrated ability to represent organisational interests and build transformational partnerships through active participation in theatrical events, industry gatherings, and sector forums that advance Welsh theatre development at the highest levels * Exceptional collaborative leadership capabilities in connecting diverse stakeholders, with proven expertise in building consensus, facilitating complex negotiations, and creating unified strategic approaches across varied theatrical communities, institutions, and cultural partners * Visionary strategic leadership in implementing long-term sector development aligned with review recommendations, with demonstrated ability to translate complex policy frameworks into sustainable, transformative initiatives that drive systematic change and position Welsh theatre for future excellence and growth |  |
| Welsh language | * The position of Head of Theatre, Performing Arts & Touring is Welsh essential. You will need to be able to communicate in both English and Welsh in meetings, individually and in public. We are looking for an individual who understands the culture of Wales; the diverse relationship of the people of Wales with the Welsh language and who is committed to ensuring a progressive use of Welsh linguistically and culturally within the Arts Council and the wider sector. Everyone's story with the language is different and we recognise that Welsh language confidence levels vary from person to person. We welcome applications from individuals who want to increase their confidence and those who have learnt the language fluently. |  |