

JOB DESCRIPTION COMMERCIAL DIRECTOR

ABOUT ROSE THEATRE

Rose Theatre is one of the largest non-commercial producing theatres in London. With more than 150,000 visitors a year, the Rose enjoys artistic and critical acclaim for our productions and co-productions in our 762-seat auditorium. Recently we have worked with world class performers such as Michael Sheen and Beverley Knight and award-winning, cutting-edge artists like Chris Bush, Monique Touko, and Al Smith. We regularly co-produce with some of the most exciting companies in the UK across both the commercial and subsidised sectors. These include Headlong, Fiery Angel, Chichester Festival Theatre, Eleanor Lloyd Productions and the Welsh National Theatre. We have multiple upcoming shows touring nationally, internationally and transferring to the West End. Our extraordinary venue also boasts a state-of-the-art studio theatre, numerous public spaces including the Rose Bar & Café and a smaller performance space. Our mission is to entertain audiences, elevate artists, and empower our community. Our full programme may be reviewed [here](#).

Reporting to:	Chief Executive
Managing:	Head of Marketing & Ticketing
Salary:	£50-60,000
Hours:	40 hours per week, Monday-Friday. We're proud to offer flexible, hybrid working arrangements that support your wellbeing and work-life balance. Additional hours, including at evenings and weekends, may be required to satisfy the requirements of this post within a working theatre; TOIL is offered in lieu of overtime
Holiday:	28 days paid plus Bank Holidays
Notice period:	Three (3) months
Benefits:	Complimentary show tickets 25% off food and drink at the Rose Café NOW Pension Scheme Ride to Work Scheme Season Ticket Loan
Purpose of job:	The newly created role of Commercial Director is part of the company's Executive Team, reporting to the Chief Executive. This role focuses on driving sales and marketing strategy across all revenue-generating areas of the Rose, including marketing, ticketing, venue hires, and the café & bar. The Commercial Director is responsible for managing and driving all earned revenue activities at the Rose, including (1) production, performance, and venue marketing across relevant B2C channels and platforms, including press and digital to acquire new audiences and increase recency and

Chief Executive
Robert O'Dowd

Artistic Director
Christopher Haydon

Advisory Associate Director
Sir Trevor Nunn

Rose Associate Artists
Jane Asher
Lucian Msamati
Niamh Cusack
Melly Still

frequency of bookings, (2) optimising and increasing Box Office income through average selling price (ASP) and capacity growth, and (3) expanding and driving trading income with Head of Operations, managing the Rose brand and reaching new audiences for venue hires through B2B channels and café and bar offers. The Commercial Director works closely with the Artistic Director to develop creative marketing strategies for Rose Productions and supports the Development Director by delivering institutional marketing campaigns that increase contributed income.

KEY TASKS & OBJECTIVES

- As a member of the Executive Team, provide strategic and operational leadership to help the Rose achieve its artistic and financial objectives.
- Personally lead priority commercial initiatives in the first 12-24 months where capacity or capability gaps exist.
- Act as a hands on operator in testing new revenue models, F&B offers and partnerships
- Oversee the strategy and planning of marketing and communications strategy and manage the Marketing, Communications, and Ticketing Team to deliver campaigns with the Head of Marketing and Ticketing for all Rose Theatre Productions as well as visiting shows and all other events and activity at the Rose, managing the Marketing, Communications, and Ticketing Team to deliver results.
- Work closely with the PR Agency/support to devise press and communications strategies to maximise media coverage and ensure a strong profile for the organisation.
- Work with the Head of Operations to develop and deliver the strategy and operations for refining and expanding the Rose café and bar offer to drive revenue during opening hours, as well as before, during, and after performances.
- Work with the Head of Operation to develop and deliver the marketing and sales strategy for the Rose's venue hire commercial opportunities, including a lead generation and corporate outreach strategy to drive revenue.
- Consult with the Development Director on institutional marketing and communications strategies for Rose members, supporters and sponsors.
- Collaborate with the Schools & Participation Director to maximise the impact of the Rose's extensive outreach activities and recruit new members for the Rose Youth Theatre and Summer Schools; consult on revenue-generating programme refinements and expansion as needed.
- Manage the development and delivery of strategies to reach and retain new audiences through integrated communications strategies, including expansion of all member schemes (i.e., Friends, Family, and 30 & Under)
- Serve as lead custodian of the 'Rose brand' across all media, ensuring a strong and visual identity and voice for Rose Theatre Kingston and Rose Theatre Productions.

- Lead the creation of key art and imagery/visuals as well as the timely production and distribution of all marketing materials, including season brochures, outdoor and digital content.
- Maintain the highest possible standard of excellence in all Rose brand and communication output.
- With the Head of Marketing & Ticketing and Director of Finance to set appropriate performance targets and marketing budgets; and monitor expenditure to ensure agreed spending limits are adhered to.
- Test and deliver (dynamic) pricing strategies and manage ticket inventory to maximise box office income and always provide the highest level of audience care and service.
- Collaborate with leads at external co-producers and other companies (including designers and suppliers) in London and nationwide to establish effective working relationships across partnerships.
- Oversee the Rose's digital strategy including website, social media and online presence, ensuring these are fully integrated into all marketing campaigns and communications.
- Manage the delivery of CRM strategies for the most effective use of audience data to serve the Rose's audience and financial objectives.
- Evaluate and refine all press and marketing activity to gain audience insight, assess financial success and measure marketing effectiveness.
- Oversee the delivery of audience insight processes to inform audience, brand and communications strategies.
- Write regular reports and analysis to share with the senior management team, Board of Directors and other stakeholders as appropriate/relevant, including a weekly report to BOD financial oversight leads and updates presentation of commercial activities at BOD meetings.
- Manage junior members of cross-functional teams – ensure their line managers have provided clear objectives, guidance, support and opportunities for personal and professional growth and development in accordance with the responsibilities and deliverables of their roles.
- Keep abreast of latest trends in marketing and other commercial issues that affect the arts and culture sector.

CANDIDATE SPECIFICATION

Essential

- Demonstrable experience of leading marketing, communications, and/or operations teams, including development and delivery of both production campaigns and / or product and brand building strategies
- Demonstrable success in engaging consumers and / or audiences across a wide range of social media channels, traditional print and broadcast channels
- Demonstrable success in leading both B2C and B2B marketing and operations activities

- Experience managing complex, multi-strand earned-income budgets, including making trade-offs under financial constraints and delivering against ambitious revenue targets.
- Passion for the performing arts and theatre
- Professional work experience in the arts ideally within theatre venues
- Self-motivated and able to work flexibly as part of a small team managing multiple priorities
- Exceptional oral and written communication skills
- Confident user of Microsoft Office (SharePoint, Word, Excel, Outlook, PowerPoint)

Desirable

- Strong relationships across multiple sectors to support B2B outreach and lead generation for venue hires and commercial partnership development
- Participation and leadership in other charity organisations as a volunteer, advisor or board member

Please note this job description is not to be regarded as exclusive or exhaustive. It is intended as an outline indicating the main areas of activity and may be amended in consultation with the post holder as the role develops and/or priorities and requirements change.

The closing date for applications is 20 May 2026.

How to Apply

To express your interest, please send Lesley Rowden, Head of Operations, a short, written statement (no more than 2 A4 pages) setting out your suitability to the required skills and a CV. Lesley.Rowden@rosetheatre.org

In addition, please enclose a completed Equal Opportunities Monitoring Form.

If we need to make any adjustments to enable you to participate in our recruitment process such as providing this information in a different format (eg hard copy, large print or text only version) please contact Lesley Rowden. You may send a video or audio (no more than 5 minutes) as an alternative to a written statement if this enables you to make an application.

Initial interviews will be held in early June with final interviews in the week of 22nd June 2026.