SOCIETY OF LONDON THEATRE EST 1908

UK THEATRE EST 1894

Job Pack













Commercial Programme & Events Lead

November 2026

Welcome From Our Co-CEOs

Thank you for your interest in working with us at the Society of London Theatre and UK Theatre. Our organisations are the membership bodies for the theatre sector, representing theatre producers, managers, owners, and operators both in London's West End and across the UK.

This is an exciting opportunity to work for our organisations, working on behalf of a vibrant and diverse sector, at a critical time for our industry. After we joined the organisations, we started a strategic review process which defined who we represent and our new vision and mission.

Our vision is a dynamic, sustainable and world-class theatre sector.

Our mission is to champion theatre and support our members to thrive.

To deliver our vision and mission, we now have exciting five-year strategy and ambitious five-year goals that will deliver for our members.

However, we can't achieve our vision and mission alone. That's where you come in. To achieve our goals, we need an organisation that is fit for purpose, with the people, systems and processes needed to make an even greater impact for our members. The candidate we are looking for is someone who can embody our values, our vision and mission and the competencies for the role.

Theatre and the performing arts industries enrich our lives and strengthen our sense of belonging and are a cornerstone of both the levelling up and growth agendas. Alongside the social and cultural benefit our members provide, theatre is also a key component of our fast-growing creative industries. Domestically, theatre generates £2.39bn GVA, supporting 205,000 workers. For every £1 spent on a theatre ticket, an additional spend of £1.40 is generated in local economies, adding up to £1.94bn per annum of extra value added to local economies by theatre audiences.

We have a fantastic team of around 60 people working across our main office in Rose Street and the Official London Theatre Ticket Booth in Leicester Square. Our social committee ensures that we have plenty of opportunities to get to know each other and our sustainability committee is working hard to ensure we play our part in protecting the planet. While a background in theatre or the arts is not essential, an appreciation for performing arts and the importance of cultural activities as an integral part of our lives is important.

We hope you find this role of interest and look forward to receiving your application.

All best wishes,

Claire Walker & Hannah Essex

Co-Chief Executives

Who we are & what we do

Based in the heart of Covent Garden, Society of London Theatre (SOLT) & UK Theatre are the membership bodies for the theatre sector, representing theatre producers, managers, owners and operators.

We have a shared staff team working together to deliver our joint vision and mission for our two organisations.

Our vision – the world we want to see – is a **dynamic, sustainable and world-class theatre sector.**

Our mission – what we do as an organisation – is to **champion theatre and support our members to thrive.**

In order to deliver on our vision and mission we have three joint priority areas for both organisations. These bring together our membership services, advocacy campaigns, audience initiatives and major events and awards.

Our three joint priority areas are:

- **Membership**: Developing a growing, engaged and united membership
- **Audiences**: Increasing engagement with theatre
- **Advocacy:** Create the conditions for theatres to thrive

Our values



Our commitment to Diversity, Equity and Inclusion

We are committed to putting diversity, equity and inclusion at the heart of everything we do. We do this through recruiting from the widest spectrum of channels, constantly reviewing our policies and procedures to ensure they are fit for purpose and giving all our staff a voice. Our mission to produce a skilled, diverse and productive workforce for now and the future is crucial to our success as an organisation.

Commercial Programme & Events Lead

Role description

The Commercial Programme & Events Lead is responsible for developing commercial partnerships and generating revenue across UK Theatre and Society of London Theatre's programme of events, training and member engagement activity.

The role leads on the development, management and delivery of sponsorship, exhibitor and commercial partner relationships across the programme portfolio, ensuring all partnership benefits are delivered to a high standard and contribute to the organisation's commercial objectives.

Alongside this commercial focus, the role supports the planning and operational delivery of events, working closely with colleagues to ensure successful execution of programme activity and an excellent experience for members, delegates, sponsors and partners.

How to apply

To apply for this role please send your CV and covering letter by email including in the email subject line **"[Your first name and surname]**, **Commercial Programme and Events Lead"** to jobs@soltukt.co.uk.

Closing Date for Applications: 12noon on Monday 7 December

We welcome applications from all and are open to discussing access requirements. If you would like to discuss any access needs during your application or, if you are selected for interview, at the interview stage, please email us at jobs@soltukt.co.uk and the HR team will get in touch with you.

Contract type	Full time (35 hours per week)
Salary band	Band D (£31,000-£43,500) dependant on experience.

Key responsibilities & accountabilities	**Commercial Partnerships & Sponsorship** • Develop and manage relationships with sponsors, exhibitors and commercial partners. • Prepare sponsorship proposals, partnership materials and commercial reports. • Manage sponsor and exhibitor contracts and ensure agreed benefits are delivered. • Act as the primary point of contact for programme-specific sponsors and exhibitors. • Monitor partner satisfaction and identify opportunities to strengthen relationships and increase revenue. • Track and report on sponsorship income, partner engagement and return on investment. **Exhibitor Management** • Lead recruitment and management of exhibitors for relevant events, including the Theatre Conference. • Manage exhibitor communications, logistics and contractual arrangements. • Ensure exhibitor packages and benefits are delivered effectively. • Support the development of new commercial opportunities within the exhibitor programme. **Event Delivery & Operations** • Lead operational planning and delivery of conferences, forums, networking events and training activity alongside the Programme and Events Manager. • Act as the lead contact for sponsor and partner activation at events. • Coordinate sponsor branding, visibility and acknowledgement opportunities.

	• Ensure partnership benefits are integrated into event plans and delivered as agreed. • Support the Programme and Events Manager and Coordinator with venue-based delivery, stakeholder coordination and event logistics where required. • Lead sponsor and partner liaison during live events and support overall event management and delegate experience. **Stakeholder Management** • Build positive relationships with members, sponsors, partners, suppliers and stakeholders. • Work closely with the Head of Awards, Events & Partnerships, the Programme and Events Manager and relevant colleagues responsible for organisational partnerships to ensure alignment between programme sponsorship activity and wider commercial objectives. • Ensure alignment between programme sponsorship activity and wider organisational partnerships. • Collaborate with colleagues across the organisation to maximise commercial opportunities and partner engagement. **Reporting & Administration** • Maintain accurate records relating to sponsors, exhibitors and commercial activity. • Produce partnership reports, income tracking and performance updates. • Support budget monitoring and financial administration. • Ensure CRM and reporting systems are kept up to date in relation to sponsorship and commercial activity. **General Responsibilities**

	• Support the successful delivery of new events, initiatives and commercial opportunities introduced from time to time. • Contribute to team planning and continuous improvement. • Undertake any other duties reasonably required by the organisation.
Directorate	Department: **Awards, Events and Partnerships** Reporting to your line manager: **Programme & Events Manager** Direct reports: **None**
Technical knowledge & skills required	**Essential** • Experience managing client, partner, sponsor or stakeholder relationships. • Experience supporting the delivery of events, conferences or member engagement activity. • Experience coordinating multiple projects and priorities simultaneously. • Experience preparing reports, proposals or presentations for external stakeholders. • Excellent relationship management and communication skills. • Strong commercial awareness and ability to identify opportunities. • Excellent organisational and project coordination skills. • Strong administration and reporting capability. • Ability to manage competing priorities and meet deadlines. • Confidence working with external stakeholders and senior contacts. • Strong attention to detail. • Competent user Microsoft Office applications. • Experience planning and delivering events, awards ceremonies, conferences or similar live events.

	Personal Attributes • Proactive and commercially minded. • Collaborative and team-oriented. • Professional and confident communicator. • Solutions-focused with strong attention to detail. • Flexible and willing to support both commercial and operational activity. • Committed to delivering a high-quality stakeholder experience. **Desirable** • Knowledge of the theatre, live events or performing arts sector. • Knowledge of event health and safety, risk management and compliance requirements. • Experience using Canva, Photoshop or similar design platforms
Competencies	**Impact** You will deliver activities and projects within your function to the highest possible standards, ensuring that activities and projects meet goals and KPIs. You will contribute your specialist skills to cross organisational projects and activities, ensuring your work supports the overall delivery of the project. You will use your experience to support the development of business and organisational plans. **Communication** A solid communicator, you manage positive day to day relationships with stakeholders and members. Including, where relevant, being the point person for external agencies and specialist support and ensuring the highest quality of work is delivered to the Organisations.

	You will take an active approach to cross organisational working, ensuring every department contributes to the success of our work. **Innovation** You look at how you can bring innovation into your work by looking at best practice from our sector and others. You help solve problems and inform business decisions. **Knowledge** You will have solid and/or specialised expertise and qualifications in your function and invest in your own development, implementing learnings into your work. **Culture** Part of a culture of transparency, equality, diversity and inclusion, fairness and personal development for all staff. Work with your line manager to ensure that your personal development plan is delivered and completed. A team player, willing to grab hold of opportunities and support the priorities of others when needed.

Working with us

Location	Our main office is based in Covent Garden; London and the Ticket Booth is based in Leicester Square. Depending on the role, we have an agile working policy which means that we expect minimum of 60% of your working hours to be spent in the office or with members each week. You are, of course, welcome to come in more than that if you prefer.
Flexible working	All roles are open to flexible working – e.g job share, reduced hours or other flexible working approaches.
Annual leave	Annual leave for a full-time role is 25 days. Non contractual time off: your Birthday off or a day off within two weeks of your birthday. Company Closure Day, normally on a day next to a Christmas bank holiday.
Benefits & Perks	Society of London Theatre and UK Theatre support the welfare of their employees and offer a range of short-term and long-term benefits. We regularly review our employee benefits in consultation with staff to ensure our offer is competitive and fit for purpose in today's society. **Your health & wellbeing** The health and wellbeing of our staff is our upmost priority and we offer a range of benefits. The following non-contractual benefits are currently available to employees: • **WeCARE** – Digital Wellbeing. A complete solution across Physical & Mental Health, Finance and Legal support. Advice from qualified professionals tailored to the individual. • **MyStrength** – One to one support with a qualified Wellbeing guide, a person there to help and support on your wellbeing journey. Support built around the individual. • **Toothfairy** – Smart dental App – Your personal dentist. • Paid annual eyesight test • Paid annual flu vaccine

	Your finances & protection
	
	We offer a pension scheme and further protections.
	
	Pension scheme
	
	• Contributory pension scheme: the current contributions are:
	  ○ Employer Contribution: 5% of gross pay
	  ○ Employee Contribution: Minimum 3% of gross pay
	
	Personal circumstances
	
	• Death-in-Service Insurance Cover – 3 x annual salary.
	
	Personal development
	
	• We invest and believe in continuous professional development and training opportunities for all.
	• Where appropriate, we suggest and arrange professional mentors to offer additional external guidance.
	
	Travel to work
	
	Many of our staff walk, use public transport or cycle to work or a combination of the above.
	
	The following apply after probationary period:
	
	• Interest-free Travel Season Ticket loan
	• Cycle to work scheme
	
	Theatregoing
	
	Our staff champion theatre and the work of our members. That includes attending regular theatre productions and visiting members (where appropriate) across the UK.
	
	• Staff are offered complimentary show tickets on set dates and sometimes to attend opening nights of productions.
	• All staff can buy Theatre Tokens with a 10% discount.
	
	Events & experiences

	We offer many opportunities to get involved with events such as West End Live, the Olivier Awards, Kids Week workshops and Theatre Craft (jobs fair for craft roles in theatre sector). **Socialising with colleagues** We have a dedicated social committee with organisational budget. Recent events have included: a quiz night, karaoke, bowling, summer party, games night, festive celebration and many more. **Sustainability** We have a dedicated Green Committee to champion sustainability and a green agenda throughout our building and the way we work. Recent activities include swap and shop clothes recycling, reduction in all waste, a review of our energy use and much more. **Local discounts** • Local retail discounts through Heart of London Club and Love Covent Garden. • 20% off at Trevor Sorbie hair salon in Covent Garden.