

Women
&
Theatre

Women & Theatre

Executive Director

Application Pack

September 2026

womenandtheatre.org.uk



Women & Theatre: Executive Director Application Pack

Women & Theatre produces exciting, innovative, and compassionate theatre, and delivers participatory projects about contemporary issues, reflecting the language and lives of ordinary people. Working across arts, health and community sectors, Women & Theatre create work responding to local and national issues; all through the lens of women and the communities of Birmingham and the West Midlands, focusing on what matters to people day-to-day.

With a strong ethos of delivering impactful work, extensive experience and close networks of partners and associate artists, Women & Theatre continues to build on an over 40 year legacy of telling stories that centre the lives of ordinary people.

Women & Theatre is a proud National Portfolio Organisation (23-28). Now in the 4th year of this relationship the focus is shifting to reapplication, so we are focused on demonstrating alignment with the current strategic framework and a commitment to achieving excellence.

Women & Theatre seeks to appoint a new Executive Director with responsibility for Finance, Operations and organisational sustainability. We want to appoint an individual that will embrace Women & Theatre's inclusive values, lead with empathy, build strong relationships and ensure positive working cultures that enable teams to thrive. An Individual who wants to make deep work about things that matter.

We are looking for a strong leader with passion, compassion, imagination and expertise. Women & Theatre welcomes applications from all sections of the community. We are particularly interested in increasing the diversity of our team and welcome applications from people of Global Majority backgrounds and disabled people who are currently under-represented in our core team.

The new Executive Director's experience of strategic planning, fundraising, financial and organisational management, and partnership working will be critical.

Salary:	£40k (based on full time)
Hours:	40 hours per week; but part time – reducing to a min of 32 hours/4 days would be considered
Holidays:	24 days + Bank Holidays
Location:	W&T, The Old Lodge, Uffculme, 50 Queensbridge Road, Birmingham, Permanent
Contract:	(with completion of a probationary period)

- Expressions of interest: 9am Monday 5th October
- First Interviews: w/b 12th October
- Second Stage: w/b 19th October
- Preferred start date: As soon as possible

We are happy to speak with anyone who would like an informal chat about the role. Please contact recruitment@womenandtheatre.co.uk

For queries about access, or if you would like this information in an alternative format please contact recruitment@womenandtheatre.co.uk

A message from Our Chair, Ellie Griffiths

On behalf of the Board of Trustees, thank you for your interest in applying for Women & Theatre's Executive Director role.

This is an exciting time to join a well-established and well-loved West Midlands organisation. It is an opportunity to harness the reputation of the last 40+ years and build on a long-lasting legacy whilst shaping the organisation's next chapter.

The Board wants to appoint an ambitious individual who assists in the reapplication process for Arts Council NPO, but more importantly supports and nurtures this relationship going forward. We are looking for someone who can achieve a sustainable future for the company, foster collaboration, and drive innovation while remaining true to our mission and values.

You will be supported by a dedicated team of trustees and staff, and a fantastic group of freelancers, volunteers and the community we serve.

Our search is rooted in a commitment to equality, diversity, accessibility and inclusion. We actively seek diverse points of view and believe an inclusive leadership team will enrich all that we do.

In this application pack, you will find detailed information about W&T, its history, and the responsibilities and expectations of the Executive Director role. We encourage you to familiarise yourself with our programmes and the vision that has shaped our success.

We also invite you to reflect on how your own experiences and skills align with our organisation's values and aspirations.

This truly is an exciting time to shape the future of Women & Theatre.





Women & Theatre: What we do & how we work

Women & Theatre is an award-winning company that has been making deep work about things that matter since 1983. Working dynamically across arts, health and community sectors, we create vibrant theatre that explores the human condition and issues affecting people's wellbeing in society. We develop theatre from research and through participatory approaches with communities; giving our work an authenticity and relevance which resonates with audiences. We strive to represent the diversity of Birmingham and beyond.

W&T work in an open, collaborative and solution-focused way, both artistically and operationally. Our programme encompasses different strands and numerous projects including workshops, participatory projects and performances in wide-ranging settings - theatres, training venues, community centres, hospitals and site-specific locations. W&T also engage with audiences and participants digitally, through online projects, podcasts and films. Most projects are developed in partnership or instigated by W&T; others are responsive, commissioned directly or secured through tendering.

We provide creative opportunities for people to engage with culture in the heart of their communities. Our focus is not limited to women. We work with a wide range of people, which varies from project to project, and regularly includes care experienced young people, young carers, people with additional educational needs, older adults, mental health service users and women of diverse backgrounds and abilities. Although projects differ in content, style and project beneficiaries, they are united by a commitment to promoting access, exploring contemporary issues, reflecting the language and lives of real people and affecting positive change. Our work is recognisable in its values but not predictable in its form. We develop projects in partnership with cross-sector organisations and employ diverse creative practitioners to bring different perspectives to our work. Our participatory work is co produced with participants.

In 2025 we jointly won a Probation Service Regional Award and Theatre Production of the Year in the Lord Mayor of Birmingham's Business & Culture Awards.

W&T is governed by a Board of Trustees, chaired by Ellie Griffiths. We currently have 8 Board members/ Trustees, with a range of skills and expertise within the fields of arts, health, events, law, HR, marketing, and fundraising.

Women & Theatre has a small core team all working full time. The current team includes: Adaya Henry, Artistic Director; Matt Smith, Project Manager; and Vicky Pritchard, Associate Director. Although the team have defined roles and responsibilities, we work collectively and openly, and actively encourage all staff to input ideas and opinions about different aspects of the Company's work. We utilise their skills and perspectives, as well as those of freelancers, to inform project planning and delivery, as well as longer term planning. We have a friendly and respectful culture where we hope everyone feels able and confident to raise issues and ask questions. We recognise that people have lives outside work and caring commitments that can often impact so we are supportive of this and offer flexible working. We promote kindness and inclusivity in how we operate with our participants, freelancers, volunteers, project partners, and each other.

W&T is based at The Old Lodge on The Uffculme Centre site, owned by Birmingham & Solihull Mental Health Foundation Trust with whom W&T has a service level agreement. The core team split working between home and the office although as an approximation on an average week 60% of time is spent together in the office. Delivery activity involves working across Birmingham, occasionally the wider West Midlands, and potentially further afield.



Artistic Programme and ACE NPO Commitments

Women & Theatre has specialised in delivering community-engaged theatre and participatory work for many years, aligning closely with much of the ACE Lets Create Strategy, particularly its Creative People and Cultural Communities Outcomes. Now as we look to reapplication, we are refining plans and building evidence that demonstrates our ability to respond to the new strategic framework of Excellence, for Everybody, Everywhere.

In our Annual Plan we commit to:

- Making new theatre that reflects the lives of ordinary people and influences change
- Create opportunities for people who are the least likely to have access to arts provision
- Have a programme of work that reflects the city we live in
- Support the development of artists
- Continue to further develop an inclusive environment in order to support staff and participants with varying needs.

The main way we will show our ability is practically, through our programme of work and importantly the style in which we deliver it. This is an outline of how a current year of work looks:

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- Brummie Ensemble - our inclusive community theatre company for adults which spans two terms and culminates in a live performance
 - Word Lounge Theatre Company - which is designed around its participants who are young people with additional educational needs, young carers or children in care
 - Act Up - a succession project to Word Lounge for an older young adult age group but still targeting those who are unable to attend mainstream drama provision
 - Work for statutory services - sessions with men in the local Prison and Probation Service Approved Premises centring on different art forms and similar work with inpatients of Birmingham and Solihull Mental Health Trust.
 - University Partnerships - with Birmingham Conservatoire and Warwick University where we link in with the teaching of Applied Theatre courses, Birmingham City University where we deliver performances as part of the training for Health visitors and School Nurses and The University of Birmingham where we work with a linked Patient Involvement Group that is capturing personal experience of gynaecological cancers through development of monologues.
 - Looking Back Moving Forward - our monologue piece researched with the local LGBTQ+ over 50's community is being revised and expanded to capture new and current experiences.
 - And we always reserve space to be able to respond to new opportunities or commissions. For example we are currently working on a project for safeguarding training of staff at the Mental Health Trust.
 - And everything underpinned by the maintaining of strong staff development, that includes freelancers, student and volunteer placements.
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All activity is delivered in line with ACE Investment Principles of Ambition & Quality, Dynamism, Environmental Responsibility and Inclusivity & relevance. The Executive Director and Artistic Director report quarterly to the Board, detailing activity towards our Annual Plan, our current and projected financial position and assessing recognised and managed areas of risk. This Board oversight is a key mechanism for managing our NPO agreement with ACE.

Executive Director Role

The Executive Director is joint Chief Executive with the Artistic Director and together they lead the Company.

The Executive Director enables the artistic work of the Company by ensuring efficient and responsive business, financial, personnel and administrative management, and delivering effective strategic planning and income-generation activity.

The work of the Executive Director can vary based on the activity of the company and its capacity at that time, sometimes managing projects directly alongside strategic and developmental work. Currently the role encompasses Company Secretary responsibilities alongside both day-to-day financial administration and strategic management & oversight.

We are looking for a strong leader with passion, compassion, imagination and expertise. Women & Theatre welcomes applications from all sections of the community. We are particularly interested in increasing the diversity of our team and welcome applications from people of Global Majority backgrounds and disabled people who are currently under- represented in our core team.



WOMEN & THEATRE: EXECUTIVE DIRECTOR

JOB DESCRIPTION

The Executive Director shares the responsibility for the strategic development and the day to day running of the Company with the Artistic Director.

Purpose of the job:

- To enable the artistic work of the Company by taking the steps necessary to achieve organisational viability
- They will oversee efficient and responsive, financial, personnel and administrative management, and deliver effective strategic planning and income-generation activity
- Then they will work in synergy with the Artistic Director in directing the staff team to co-create, develop & deliver a dynamic artistic programme that reflects W&T's commitment to access, inclusion and excellence.
- To be responsible for keeping the Company on track with short-, mid- and long-term priorities; overseeing and working directly on projects and development activity to ensure strategic plans and Arts Council England NPO commitments are delivered.
- To manage the Company's finances, both at a strategic level in relation to cashflow and forecasting and then also overseeing the day to day activity

Responsible to: Women & Theatre's Board of Directors

Supervises: Project Managers, Administrators, freelance staff, volunteers and students as required.

Key Responsibility Areas & Tasks

Company & Business Development

Strategic Planning & Development:

- To lead the Company's work related to sustainability, including the maintaining of our relationship with Arts Council England and complying with their requirements and other necessary strategic planning
- To maintain a wide knowledge of relevant sectors to enable the Company to proactively develop partnerships and respond to new opportunities.
- Ensure timely reporting to the Board, ACE and other funders & stakeholders
- To share responsibility for external relationships with partners, funders and other stakeholders
- To work with, and report to, Women & Theatre's Board of Directors
- To complete annual returns to Companies House and the Charity Commission and if required act as Company Secretary
- To be the Company's Designated Senior Person in relation to Safeguarding

Fundraising & Income Generation:

- To lead on the development and implementation of the company income-generation strategy, taking into account a range of fundraising ideas
- To write fundraising applications and oversee those written by other staff.
- To respond to booking enquiries with proposals and budgets and proactively identify and pursue external commissions.

Marketing:

- To jointly oversee the development & implementation of effective marketing strategies to promote the Company and its work, bringing in freelance support to add capacity to areas where there is an in-house gap in expertise
- To ensure there is a unified approach to all levels of communication, that reflects W&T's commitment to accuracy, access & inclusion

Financial Management

- To lead the financial management of the company; maintaining systems to enable accurate monitoring and reporting of financial performance.
- To prepare & monitor annual and project budgets, reviewed quarterly and external accounts preparation of annual accounts
- To prepare & monitor income & expenditure forecasts and cash flow projections
- To undertake or oversee day-to-day bookkeeping tasks; processing payroll, issuing & paying invoices, doing bank reconciliations and maintaining electronic records
- To make claims to HMRC for Gift Aid and Theatre Tax Credit as required.

Operational Management

Premises & Resource Management

- To lead on all contracting and contract negotiations, maintaining long term relationships with key partners (such as the in kind relationship with BSMHFT that provides our office space)
- To manage the elements required to ensure a safe, clean and healthy working environment.
- To manage the Company's equipment and ensure staff have access to the materials they need
- To show a commitment to social value in ordering and where possible support local business by prioritising local suppliers
- To ensure compliance with all legal, statutory and other regulations, obtaining necessary licences and insurances
- To lead on the Company's relationship with ITC (The Independent Theatre Council)

IT Infrastructure & Data Management

- To ensure W&T team has access to appropriate IT systems and software, that it is fit for purpose, including being regularly monitored, serviced and replaced as required
- To work with external consultants & providers to help strengthen the Company's IT infrastructure.
- To ensure the company has robust data management systems suitable to its size and scope of work

Human Resources Management

- To ensure the Company follows good personnel practice and is compliant with the law and best practice
- To promote effective internal communication between core staff, freelancers, volunteers and Board members
- In partnership ensure the Company has an effective supervision and appraisal process that is applied consistently, directly using these processes with staff they directly manage

Programme Management Support

Artistic Programming

- To share responsibility for timely production of the annual Artistic Programme so that cashflows and longer-term programming plans can be created
- To be committed to ensuring the Company works in a sustainable way that minimises impact on the environment and that it maintains and follows an Environmental plan

Project Management

- To oversee effective project management across the company's artistic programme, at times taking on direct project management as required

General

- To ensure the company has the necessary level of insurance and a current set of policies and procedures.
- To complete all other reasonable duties as agreed with the Board.

Personal Specification

	Essential	Desirable
Qualities	• Commitment to the ethos of the Company and to Equality, Diversity, Access & Inclusion • Solution-focused with a positive attitude. • Personally confident with the ability to act as an advocate and ambassador. • Personable with the ability to work with a joint Chief Executive and as part of a team. • To be a creative thinker and enjoy creative discussions about big ideas. • Enjoyment of working in a small team environment • Commitment to environmentally friendly approaches, supporting local businesses	
Skills & abilities	• Leadership skills with the ability to empower and motivate others. • Business minded with the ability to identify external opportunities. • Ability to absorb information quickly and be flexible in approach. • Ability to multitask, manage multiple priorities and meet deadlines. • Ability to write fundraising applications, policies & strategic planning documents. • Good communication & interpersonal skills • Computer literacy & familiarity with accounting software.	• Clean driving licence
Experience	• At least 5 years' experience of managing a third sector organisation . • Experience of managing a mixed disciplinary team • Experience of managing safeguarding issues • Experience of strategic planning. • Experience of financial management. • Experience of managing partnerships across different sectors. • Experience of organisation compliance in relation to safeguarding • Experience of fundraising • Experience of checking marketing - readability/accessability	• Experience of managing an NPO • Experience of fundraising within the Arts Sector
Knowledge	• Good understanding of current Arts Council England's Strategic Objectives • Good understanding of personnel management, HR policies and employment law • Knowledge of DSL level safeguarding • Knowledge of Birmingham health, and community infrastructure • A good understanding of access & inclusion considerations in performance work & participatory projects	• DSL level 4 trained • Proficient in Xero
General	• Ability to get themselves around Birmingham and the surrounding area • A willingness to help with practical task like loading and unloading equipment • Willing to undertake a DBS check	

How to Apply

Please refer to the person specification and submit:

- A short, written expression of interest (maximum two sides of A4) OR video or voice note application of up to 5-minutes in length. Please include details of the skills, experience and vision you would bring to the role.
- Your CV
- Contact details of two referees.

Please email these to recruitment@womenandtheatre.co.uk by **9am Monday 5th October 2026**.

Please also complete our Equal Opportunities Monitoring form available here: <https://forms.gle/dmyx7RQA8hZaGMcb6>

This is for monitoring purposes only and is important for reporting to our funders. It will be detached from your application and the data shared will be treated confidentially.

