



Director of Audience Development

RECRUITMENT PACK

Perth Theatre and Concert Hall
Mill Street
Perth PH1 5HZ



Perth Theatre Exterior

Welcome from the Director

Thank you for your interest in Perth Theatre and Concert Hall.

For over 125 years, we have been central to local cultural life, creating uplifting, shared experiences across the performing arts that ignite the imagination and make living more meaningful. Our world-class venues, award-winning programming, and inclusive Learning & Engagement projects play an essential role in stimulating positive wellbeing within the communities we serve, benefitting the local and national economies and raising the profile of the area.

'The all-out event is a way to showcase the wealth of talent coming out of the Fair City' The Courier on our 125 Live! anniversary celebrations

We operate two closely situated venues in the centre of the city and offer a remarkably broad range of work: presenting the only curated classical music programme in Scotland, producing high-quality theatre, establishing a major centre for Scottish traditional music, being a regular stop on the comedy circuit, hosting a large number of conferences and community events, and welcoming a loyal and supportive audience. Our principal funders are Creative Scotland, Perth & Kinross Council and The Gannochy Trust.

Perth is a great location with easy access to inspiring Highlands landscapes and the cities of Dundee, Edinburgh, and Glasgow. It is a welcoming place, with audience members eager to chat about shows they have seen and their positive experiences in our two fantastic venues.

'A collaboration of global significance, bringing together artists who have performed at the world's most prestigious festivals to create something completely unique for Perth' Artist on our 125 Live! anniversary celebrations

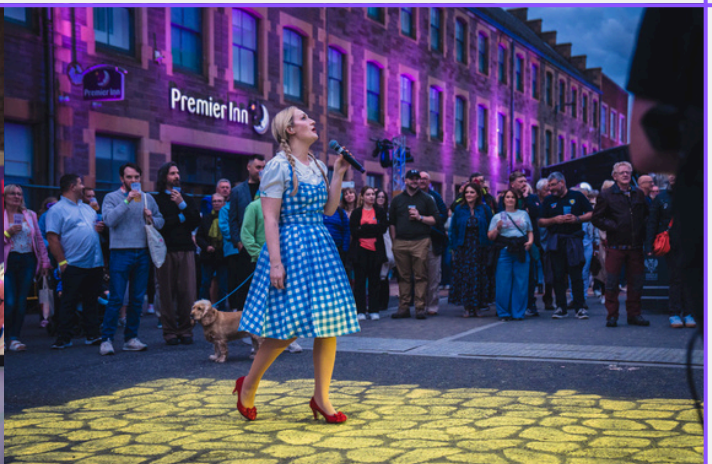
Following a landmark year for Perth Theatre and Concert Hall, which has seen us celebrate 125 years of cultural life through 125 Live! and now the 60th anniversary of Perth Youth Theatre, we are looking ahead to the next stage of our ambitions. As we continue to deliver our Business Plan to 2027/28, we are seeking a Director of Audience Development to join our Leadership Team and help shape the future of one of Scotland's leading cultural organisations. Bringing together marketing, communications, fundraising and audience insight, you will help grow and deepen relationships with audiences, participants, supporters and communities, ensuring our artistic aims are matched by meaningful strategies for engagement, profile and income generation.

We are seeking a driven yet collaborative leader who combines strategic thinking with the ability to turn ideas into action. You will understand audiences and what motivates them, bring commercial and fundraising acumen, and be confident in empowering multidisciplinary teams to deliver ambitious targets. Working across an exceptional and remarkably broad artistic programme, you will have the opportunity to reach new people, strengthen existing relationships and make a tangible contribution to our next stage of development. If that sounds like you, we would love to hear from you.

'You didn't just raise the bar - you raised the curtain on what a vibrant, community-driven celebration can look like.'

Audience Member on our 125 Live! anniversary celebrations

Christopher Glasgow
Director



125 Live! Celebrations

About Perth Theatre and Concert Hall

Our Vision & Mission:

To ensure the performing arts are essential to our communities.

From our base in Perth City, across Scotland and beyond, our mission is to use the performing arts to inspire, explore, connect, and educate as sustainably as possible.

Our Aims:

Enhancing community wellbeing, boosting the local and national economies, and igniting imaginations with enriching experiences, we:

- Inspire our communities by developing and delivering one-of-a-kind experiences that improve wellbeing through entertainment, enlightenment, and joy;
- Are explorers, collaborating with and supporting artists to fearlessly embrace the new, inventing fresh approaches and developing different ways of working;
- Connect with our communities by working to understand their motivations and meet their needs. We strive to include everyone;
- Educate, supporting staff, participants, the sector, and future generations by devising learning and training opportunities across our whole range of activities;
- Embed sustainability in all our processes, minimising our environmental impact, responding to the climate emergency, and advocating for shared responsibility.

Our Venues:

Located within a 90-minute travel time of 90% of Scotland's population, Perth Theatre and Concert Hall are two truly inspiring venues in the heart of the city. Our cultural quarter is interspersed with reputable hotel accommodation and safe parking, plus restaurants and independent retailers.

'The theatre has all the character and intimacy... Love it and we just can't believe our luck.' Audience Member

Perth Theatre, founded in 1900, is one of Scotland's longest-established producing theatres. It reopened in 2017 after an extensive restoration as a transformed venue with its traditional Victorian auditorium enhanced by a new studio theatre, dedicated community rooms, a café, and spacious public areas. Providing a launchpad for Scottish and UK talent to shine on the international stage, it hosts its own-produced, community, and touring

theatre, including an annual Subscription Season, and supports new writing and talent development for Perth Youth Theatre, early-career artists, and other creative practitioners. Additionally, it offers research, residency, rehearsal, and performance space for non-building-based companies.

'Perfectly situated in the centre of Perth... the Concert Hall is just something special.' Audience Member

Perth Concert Hall opened in 2005 and is a modern and diverse cultural venue. It offers concerts, talks, competitions, and events, as well as talent development opportunities for young artists. Boasting an acoustically acclaimed auditorium – one of the best in Europe – a studio space, and flexible meeting and workshop rooms, the Hall is a go-to venue for major music and comedy tours, and a prestigious platform for orchestral concerts, chamber music and recitals through Perth Concert Series, Classical Stars and Lunchtime Concerts programming. It is as much a home for community groups as it is for international performers, with schools, amateur orchestras and local organisations enjoying the same world-class facilities as global stars.



Perth Concert Hall Exterior

Programme Highlights

Perth Theatre:

Perth Theatre combines the Main House (498 seated capacity) with the flexible Joan Knight Studio (201 seated or standing capacity), supporting a programme spanning in-house productions and visiting theatre, plus smaller-scale music, comedy, film, children and families events, artist development and participatory work.

At the heart of our renewed artistic identity is Produced in Perth, our commitment to creating theatre in-house and investing in artists, creative development and work originating from Perth. Our 2026 programme has included the international co-production *Folding Songs* with Cryptic & Lepus Productions; the CATS award-nominated, *Saint Joan*, co-produced with Raw Material & Aberdeen Performing Arts in association with Citizens Theatre; and our own *Sunset Boulevard: The Backstage Cut*, written and directed by Perth Theatre Associate Director Morag Fullarton.

In the autumn, we will present Matthew McVarish's *Remember you are beauty full*, directed by Perth Theatre Associate Director Patrick Sandford, followed by our CATS award-winning in-house pantomime *Sleeping Beauty*. Together, the programme encompasses new writing, contemporary performance, musical theatre, reinterpretation of classic work and large-scale family entertainment, reinforcing Perth Theatre's role as both a creative engine and a destination for distinctive live performance.

Alongside our produced work, we welcome high-quality touring theatre, with current highlights including Matthew Zajac's *The Tailor of Inverness* and the world première of Morgan Lloyd Malcolm's new adaptation of *The Turn of the Screw*.

Children, young people and families are increasingly important to our artistic and audience development ambitions. In 2026, Perth Youth Theatre celebrates its 60th anniversary, marking six decades of creativity, community and connection and celebrating the current and future generations of theatre-makers who have grown through the programme. This autumn also sees the launch of *HOOT!*, Scotland's first children's comedy theatre festival, created with Dirliebane, our Children's Theatre Company in Residence. Across four days, Perth Theatre will become a space for performance, workshops, participation and play for children aged 0–12 and their families.

Perth Concert Hall:

Perth Concert Hall (1,200 seated / 1,600 standing capacity) is one of Scotland's leading destinations for orchestral music, alongside a diverse programme of contemporary and traditional music, comedy, dance, film, talks and special events.

Classical music remains central to the artistic identity of the venue. At the heart of the programme is the Perth Concert Series, our longstanding collaboration with Scotland's three national orchestras: the Scottish Chamber Orchestra, Royal Scottish National Orchestra and BBC Scottish Symphony Orchestra. The current series brings major orchestral repertoire to Perth alongside internationally acclaimed conductors and soloists including Nicola Benedetti, Pablo Ferrández and Rafał Blechacz.

Our wider classical programme combines established and emerging talent with opportunities to experience music in different ways and spaces. Lunchtime Concerts provide a platform for exceptional young musicians, while other highlights include the Ukrainian National Philharmonic Orchestra and Düsseldorf Symphony Orchestra, alongside Scottish



Perth Theatre Interior

Ensemble and NYCOS with *Bach & Blood*, NYX Live, Dame Evelyn Glennie & Catrin Finch's *ReConnection*, and Dunedin Consort's *Handel's Leading Ladies*.

In parallel, Perth Concert Hall also presents a commercially driven programme spanning contemporary, traditional and popular music. Recent and current highlights range from Mànran & Dougie MacLean, Lulu and 911 to Hue & Cry, Francis Rossi, Bay City Rollers and Del Amitri, alongside an extensive programme of tribute and light entertainment productions.

Extending beyond music to comedy, dance, talks, film, and special events, the breadth of the programme allows us to engage audiences with very different motivations and patterns of attendance, from long-term classical subscribers and culturally engaged audiences to first-time visitors attracted by major commercial events. For the Director of Audience Development, understanding those different audiences and developing appropriate strategies to grow, retain and deepen their engagement will be central to the role.

Structure & Governance

Perth Theatre and Concert Hall is the trading name of Horsecross Arts Ltd, the charitable organisation and company limited by guarantee, established in 2005 to run both venues. Horsecross Arts Ltd is registered in Scotland, no. SC301328 and charity no. SC022400. Horsecross Arts is supported by Creative Scotland, Perth & Kinross Council and The Gannochy Trust. Our trading subsidiary, Horsecross Trading Ltd, which is overseen by the Director of Commercial Operations, is used to maximise income through hires, catering, and other ancillary activities.

We are an Arm's Length External Organisation (ALEO) of Perth & Kinross Council, which is also the sole member of the company limited by guarantee. Although we operate as an independent charity, we work closely and in partnership with our parent local authority, which is also a major funder. In 2023/24, we participated in their ALEO Transformation Review, forming a new Strategic Alliance to foster closer collaboration with Culture Perth & Kinross and Live Active Leisure to explore shared service provision across destination marketing, IT, training, utilities and workforce planning, etc.

Our Board consists of up to 12 members: 9 independent members and 3 appointed by Perth & Kinross Council. The Board has a strong skill set and an active group of Trustees. Most recently, two Trustees were specifically appointed for their expertise in Finance and Legal. The full Board meets at least four times a year.

The Board has a sub-committee structure to focus on more detailed work, including the:

- **Business Development Committee** to work with the Leadership Team on new income generation initiatives across both Arts & Trading activities;
- **Finance & General Purposes Committee** to oversee financial matters, IT, risk management and audit;
- **Nominations Committee** to oversee the recruitment of new Trustees and the appointment of the Chair, any Vice-Chairs, Leadership and Senior Management posts;
- **People Committee** to oversee contracts and remuneration of the Leadership and Senior Management teams, succession planning, People Policies, IT and Health & Safety practices.

Different departments also receive support from third-party contractors and specialist service providers, including, but not limited to, Andrew Evans, ASE Consulting; Bank of Scotland, Business & Commercial; Henderson Loggie LLP, and AAB People.



Perth Concert Hall Interior

Finance & Funding

Perth Theatre and Concert Hall operates a mixed-income model, combining public investment with ticket sales, cultural hires, conferences and events, trading activity, and philanthropic income from Trusts & Foundations, individual supporters and corporate partners.

Like many cultural organisations across the UK, we have faced significant financial pressures in recent years, driven by rising operating and staffing costs, shifting audience behaviour and a challenging fundraising environment. During 2025/26, we undertook a major programme of Workforce Planning and organisational change to establish a more sustainable operating model. Our 2026/27 budget reflects identified savings, confirmed funding settlements, revised staffing structures and updated income and expenditure assumptions, providing a clearer, more robust financial framework for the next stage of our Business Plan.

Our principal funders are Creative Scotland, Perth & Kinross Council and The Gannochy Trust. Alongside this investment, generating and diversifying our own income is fundamental to our long-term sustainability, with ambitious targets for ticket income, cultural hires, commercial activity and fundraising. We are committed to balancing ongoing financial discipline with investment in the programme, people and partnerships necessary to support long-term growth and impact.

Audience development and income generation are therefore closely linked. Priorities include increasing attendance and ticket revenue, maximising the audience and income potential of the programme, and significantly expanding philanthropic support through Trusts & Foundations, individual giving, membership, corporate partnerships, and sponsorship.

There is considerable scope to expand this area of our work. Our Development function is being strengthened through a more coordinated, long-term approach to fundraising, with current plans including clearer donor pathways, a greater focus on multi-year funding, and the development of new membership and patron programmes. The Director of Audience Development will have the opportunity to shape this next phase, deepen relationships with existing supporters, and build new partnerships that translate our artistic ambition and public impact into sustainable investment.

Inclusion, Diversity, Equality & Accessibility

We are working to ensure our organisation is fully representative of the communities we engage with locally and nationally. We believe in the transformative power of the performing arts and understand that embracing diversity of backgrounds, experiences, skills, cultures, and outlooks is critical to fulfilling our Vision.

We start from a position of inclusion being fundamental to all our activities. We are committed to providing life-enhancing experiences for everyone, whatever their age, background, ethnicity, gender, geographical location, physical or mental ability, religion, sexual orientation, social conditions, work or employment status. Necessarily, our approach steps beyond the letter of the law to achieve this.

Our commitment to IDEA is central to all our policies and processes, from recruitment and operations to the delivery of our public engagement, performances, and events. Undergoing continual review and training, we will closely monitor and be transparent about our progress.



Restless Natives at Perth Theatre

Environmental Sustainability

We recognise the importance of the action required to address the climate crisis and are embracing new approaches, practically and creatively, to reduce emissions, improve reuse opportunities, and create opportunities to educate and work closer with our communities to deliver sustainable outreach projects whilst tackling social and climate injustice.

Our ongoing focus on reducing our environmental impact will continue across our general operations, activities, and governance, with concentrated efforts on reduced energy consumption and audience travel. We recently introduced a reusable cup scheme to minimise the use of single-use plastics in our venues and as an extra means of receiving donations.

The organisation ensures transparency on our environmental performance and commitments by completing the annual Environmental Report Survey, which is publicly available from Culture for Climate Scotland.

About Perth and the Surrounding Area

Perth is a historic city at the gateway to the Highlands, offering an exceptional quality of life with the advantages of city living and some of Scotland's most spectacular countryside on the doorstep. Set on the banks of the River Tay, the former capital of Scotland combines a rich history and cultural life with easy access to mountains, lochs and forests, including the Cairngorms National Park for walking, cycling, climbing, skiing and outdoor pursuits.

Perth & Kinross stretches from Kinross-shire through much of Perthshire and encompasses a diverse mix of vibrant towns, villages and rural communities. At its heart, Perth is an attractive and welcoming small city, with a thriving independent food, drink and retail scene alongside restaurants, bars, cafés and established national brands. The wider region is renowned for its landscapes, local produce and hospitality, offering an enviable balance between work, culture and outdoor life.

Culture is firmly embedded in the life of the city and its communities. Alongside Perth Theatre and Concert Hall, the cultural quarter includes Perth Museum, home to the Stone of Destiny, Perth Art Gallery and Black Watch Castle & Museum, complemented by a vibrant programme of festivals and events throughout the year. The River Tay, North Inch and South Inch also provide extensive green spaces within minutes of the city centre.

Despite its proximity to the Highlands, Perth is exceptionally well connected. Direct rail and bus services connect the city with destinations across Scotland and the wider UK, while the A9 and M90 provide easy road access north and south. Dundee is approximately 20 miles away, with Edinburgh and Glasgow both readily accessible and Edinburgh and Glasgow airports within easy reach.

Perth and the surrounding area offer a wide choice of places to live, from Georgian and Victorian properties close to the city centre to modern homes and apartments in areas including Bridgend and Gannochy, as well as towns, villages and rural communities throughout Perthshire. The region also offers an extensive choice of schools, including state, independent, specialist and boarding provision.

The Role of Director of Audience Development

As a member of the Leadership Team, the Director of Audience Development is responsible for leading Perth Theatre and Concert Hall's audience development, marketing, communications, fundraising and audience insight strategies, ensuring the organisation continues to grow audiences, strengthen relationships with supporters and partners, and

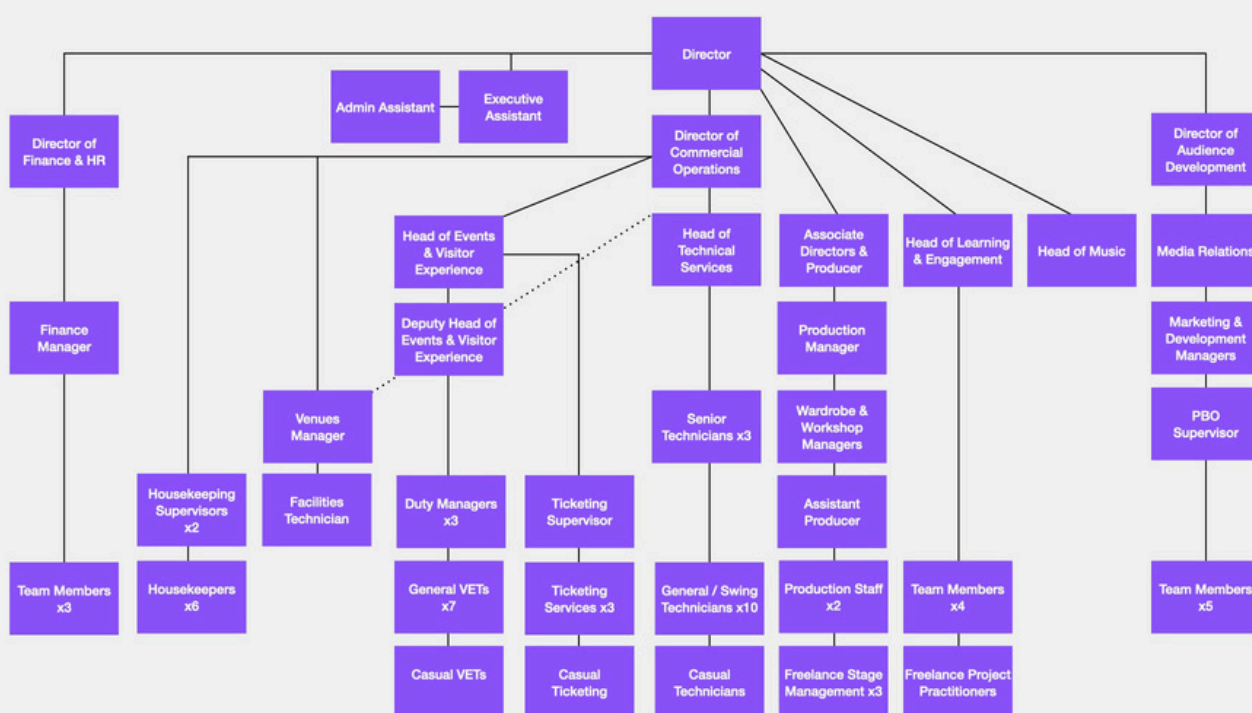


Nicola Benedetti at Perth Concert Hall

build long-term organisational sustainability.

Working in close partnership with the Director, you will translate the organisation's artistic vision, Business Plan and programming strategy into audience development, communications and fundraising strategies that maximise engagement, participation, reputation and income generation. Through audience insight, strategic planning and innovation, you will ensure communities remain at the heart of organisational decision-making and future development.

You will lead the Marketing & Communications, Development and Perthshire Box Office departments, delivering an integrated approach to audience growth, brand, communications, philanthropy and strategic audience development. Through strong leadership, you will develop high-performing teams, foster collaboration across the organisation and ensure their work supports Perth Theatre and Concert Hall's artistic, commercial and organisational ambitions.



Duties & Responsibilities

Audience Development & Insight:

- Develop and deliver the organisation's strategic approach to audience development, using research, CRM, audience insight and market intelligence to strengthen audience relationships and support sustainable growth;

- Implement audience segmentation, loyalty and retention strategies that maximise attendance and long-term engagement across all aspects of the organisation's artistic programme;
- Work closely with the Director, Producer and Head of Music to ensure audience insight informs programming decisions, campaign planning and future audience development;
- Oversee the organisation's ticketing strategy, working collaboratively with the Director of Commercial Operations to optimise pricing, customer experience and commercial performance;
- Work with the Director of Finance & HR to ensure audience and income projections inform financial planning, forecasting and organisational decision-making;
- Ensure robust evaluation frameworks are in place to measure audience engagement, campaign effectiveness and organisational impact, embedding learning across future planning and decision-making.

Participation & Community Engagement:

- Work collaboratively with the Head of Learning & Engagement to ensure audience development, fundraising and Learning & Engagement strategies are complementary, strengthening relationships with participants and communities;
- Use participant insight, research and evaluation to deepen understanding of the communities the organisation serves, identifying barriers to engagement and opportunities to broaden participation;
- Develop pathways that enable people to engage with Perth Theatre and Concert Hall in different ways, recognising participation, learning, attendance and community engagement as equally valuable forms of cultural involvement;
- Ensure the impact and learning generated through community and participatory activity informs wider audience development, communications, fundraising and organisational planning.

Marketing, Communications & Brand:

- Develop and deliver integrated marketing, communications and brand strategies that strengthen Perth Theatre and Concert Hall's profile, reputation and audience reach, working closely with the Director on organisational positioning and key priorities;
- Oversee the application and development of Perth Theatre and Concert Hall's brand, ensuring consistency, quality and impact across communications, campaigns and audience touchpoints;
- Deliver the planning and prioritisation of integrated marketing campaigns for produced work, while overseeing the team's delivery across visiting performances, commercial activity and organisational initiatives, working closely with the Director, Director of Commercial Operations and relevant programming leads;

- Re-shape and oversee the organisation's communications strategy, encompassing digital engagement, content, publications, stakeholder communications and reputation management;
- Work closely with the Director on corporate communications, ensuring organisational messaging, major announcements and stakeholder communications appropriately reflect the organisation's position, priorities and leadership;
- Manage the relationship with the organisation's retained PR agency, ensuring media relations activity supports agreed priorities and complements wider communications and audience development strategies;
- Oversee the planning and delivery of press nights, receptions and other profile-raising events associated with the artistic programme and wider organisational activity.

Development, Fundraising & Partnerships:

- Develop and deliver the organisation's fundraising strategy, ensuring philanthropic income supports Perth Theatre and Concert Hall's artistic ambitions, Business Plan and long-term sustainability;
- Oversee the development of relationships with Trusts & Foundations, individual supporters, corporate partners and sponsors, creating effective pathways for cultivation, stewardship and long-term investment;



Sunset Boulevard: The Backstage Cut at Perth Theatre

- Work closely with the Director to identify and cultivate major funding opportunities and strategic partnerships, ensuring significant relationships are appropriately stewarded and progressed through engagement with Trustees and other senior representatives;
- Re-shape membership, individual giving, corporate partnership offers and philanthropic development, empowering the Development team to deliver ambitious but achievable income targets;
- Ensure fundraising activity is integrated with audience development, communications and brand strategies, creating compelling supporter journeys and opportunities for long-term engagement;
- Work closely with the Director of Finance & HR on fundraising budgets, income projections, monitoring and reporting, ensuring targets and forecasts are robust and appropriately reflected within wider organisational financial planning;
- Represent Perth Theatre and Concert Hall in agreed external partnerships and stakeholder relationships, supporting the Director and Trustees in strengthening the organisation's influence, networks and fundraising capacity.

Strategic Audience Development Projects:

- Identify, develop and deliver strategic audience development initiatives and opportunities for external investment that strengthen relationships with audiences, participants, communities and partners and support the organisation's long-term ambitions;
- Oversee Perthshire Box Office, ensuring it continues to deliver as a regional audience development initiative that benefits Perth Theatre and Concert Hall, partner organisations and audiences across Perthshire.

Operational Excellence & Advocacy:

- Monitor performance against agreed audience, marketing, fundraising and income targets, taking appropriate action to maximise opportunities, mitigate risk and drive continuous improvement;
- Set clear expectations and empower teams to deliver against ambitious targets and agreed KPIs, fostering a culture of accountability, collaboration and high performance;
- Work collaboratively with the Director of Finance & HR to ensure effective budget management, forecasting and financial reporting across all areas of responsibility;
- Prepare reports and strategic papers for the Leadership Team, Board of Trustees and external stakeholders as required;
- Represent Perth Theatre and Concert Hall at agreed regional and national meetings, conferences and sector forums relevant to the role, acting as an advocate for the organisation and contributing to wider sector development.

General:

- Take an active part in communicating and cooperating with staff;
- Follow guidelines, procedures and policies provided by the organisation in relation to financial management, including charitable objectives, and personnel records;
- Take an active part in achieving high standards of audience and customer care;
- Be mindful of environmental issues, working with the Director of Commercial Operations and Green Team to ensure sustainability targets are reflected across the organisation;
- Comply with IDEA, Health & Safety legislation and good practice, and principles and standards relating to quality management;
- Any other duties as requested by the Director, commensurate with your role.

Person Specification

Essential:

- Significant senior management experience within the arts, cultural, visitor attraction or a comparable audience-facing sector;



Sunset Boulevard: T John Wilson at Perth Concert Hall

- Proven ability to develop and deliver audience development, marketing and communications strategies that grow audiences, engagement and income;
- Expertise in audience development, including CRM, segmentation, customer journeys, research and insight;
- Fundraising and income generation across Trusts & Foundations, philanthropy, individual giving, corporate partnerships and sponsorship, with evidence of delivering ambitious targets;
- Commercial and financial acumen, including budget management, forecasting and delivery against income targets;
- Brand development, corporate communications and reputation management;
- Ability to lead, empower and develop multidisciplinary teams, setting clear expectations and creating accountability for performance;
- Excellent communication, influencing and relationship-building skills, including the ability to build and steward relationships with funders, donors, partners and senior stakeholders;
- Strategic and analytical thinking, with the ability to interpret audience, financial and performance data and translate artistic and organisational ambitions into effective plans;
- Sound judgement and political awareness, particularly in relation to organisational reputation, corporate communications and stakeholder relationships;
- Ability to manage a broad portfolio and competing priorities while maintaining focus on strategic outcomes;
- Knowledge of the cultural sector and the changing environment in which arts organisations operate.

Desirable:

- Experience of working across more than one artform or programme strand;
- Knowledge of ticketing systems and their application to audience development;
- Experience of pricing strategy and dynamic pricing;
- Knowledge of the Scottish performing arts landscape and funding environment.

Personal Qualities:

- Ambitious, positive and self-motivated;
- Confident and credible, with an understanding of organisational accountability and effective leadership relationships;
- Collaborative and generous in working with colleagues, audiences, participants, supporters and partners;
- Resilient, adaptable and calm under pressure;

- Pragmatic, with the capacity to problem-solve and take decisive action when required;
- Curious about audiences, participants and communities, with a genuine interest in understanding their needs and motivations;
- Commitment to Inclusion, Diversity, Equality & Accessibility;
- Commitment to Environmental Sustainability;
- Willingness to work evenings and weekends, and travel as required.

Principal Terms & Conditions

- Fixed salary: £50,000pa;
- The appointed candidate will be engaged as an employee;
- The Company operates auto-enrolment and has a contributory Pension Scheme in place. We will comply with legislation around auto-enrolment, including opt-in and opt-out arrangements;
- The basic working week is a minimum of 37.5 hours per week, normally worked within the core hours of 09:00 to 17:30. Due to the nature and seniority of the position, you will be required to work some evenings and weekends and, on occasion, this may result in working more than 40 hours in a week;
- You are permitted to work flexibly within the core office hours, ensuring that you fulfil all of the duties required of your role, including line management responsibilities;



The Snow Queen at Perth Theatre

- Hybrid working is possible; however, you are required to be on-site for a minimum of 3 days per week;
- Should you choose to work flexibly, you will need to make colleagues aware of your office hours and availability;
- Overtime is not payable. Time Off In Lieu will be offered subject to agreement with the Director;
- Annual Leave entitlement is 30 days (rising by 2 days after 3 years' service plus an additional 3 days after 5 years' service), including 10 days Public Holidays;
- This role is subject to a 6-month probationary period. During probation, notice will be 4 weeks, and subsequent to the successful completion of probation, notice shall be 3 months on either side;
- Staff benefits include discounted café purchases, complimentary tickets for all PTCH productions and management seats for some external performances and events;
- The post-holder will be required to attend performances, workshops, meetings, and other events in locations across Perth & Kinross, elsewhere in Scotland, and across the UK;

Any offer of employment will be subject to receipt of:

- References that are satisfactory to PTCH;
- Evidence of right to work in the UK as defined by the Home Office;
- A valid PVG check.

Application Process

To arrange a confidential, informal discussion before applying, please contact Christopher Glasgow, Director, via Sally Thompson, Executive Assistant: SallyT@perththeatreandconcerthall.com. We will be pleased to set up a time to talk to you.

Applications should be made by submitting a CV and a covering letter explaining in no more than three sides of A4 what attracts you to this position and evidence of your ability to fulfil the job description and person specification.

In addition, please supply a separate page headed with your name giving:

- Names and contact details for two professional referees. Please note that we will not take up references until after the second stage interview and not without the applicant's permission;
- Details of notice period in current employment, if applicable;
- A statement that you have the right to work in the UK or that you require a work permit to do so;

- Details of any criminal offence you have been convicted of where you have not yet completed the rehabilitation period for the offence.

Applications should be addressed to Christopher Glasgow, Director of Perth Theatre and Concert Hall, and sent via email to Sally Thompson, Executive Assistant: SallyT@perththeatreandconcerthall.com with 'Director of Audience Development' clearly in the subject line.

In addition, to help us monitor progress on our commitment to IDEA, we would be grateful if you could complete a monitoring form. When your application is received, this form will be removed and not used during the shortlisting process.

The closing date for applications is **13 September 2026 at 23:59**;
First round interviews will be conducted **w/c 21 September 2026** in Perth;
Second round interviews will be **w/c 28 September 2026** in Perth.

If you require this pack in a different format, please contact Sally Thompson, Executive Assistant: SallyT@perththeatreandconcerthall.com.



Scotland Sings Bacharach at Perth Concert Hall