

A romantic couple is embracing on a stage. The woman is wearing a long, flowing pink dress and a green shawl. The man is wearing a white shirt and light-colored trousers. They are surrounded by a shower of white confetti or petals falling from above. The stage is lit with a soft, purple glow. In the background, there is a large, circular archway decorated with greenery and flowers. The overall atmosphere is romantic and celebratory.

# THEATRE BY THE LAKE

**HEAD OF OPERATIONS  
AND COMMERCIAL**

**RECRUITMENT PACK**

**MARCH 2026**



## AN INTRODUCTION

**This is an exciting opportunity to join our beautifully situated and award-winning theatre in the heart of the Lake District.**

As a key member of the Senior Management Team, the Head of Operations and Commercial will drive and oversee the delivery and ongoing development of commercial activity, building operations and the visitor experience at Theatre by the Lake.

**REPORTS TO:** Executive Director

**LINE MANAGERS:** Customer Experience Manager / Facilities & Maintenance Manager

**LOCATION:** Theatre by the Lake

**SALARY:** £42,230

**HOURS:** 40 hours per week

**CONTRACT:** Full-time, permanent





Aerial view of The Theatre by the Lake and Derwentwater

## OUR STORY

“Artistically sharp and stunningly situated”  
The New Statesman

At our home in Keswick and out across Cumbria, we produce and present nationally acclaimed theatre, made with passion, which is seen by audiences from across the globe.

Our work is rooted in our place, looking out over the idyllic Derwentwater, and aims to be both relevant and accessible to the communities around it.

We’re a champion of Cumbrian creativity.

We believe theatre has the power to transform lives and so create vital opportunities for Cumbrian artists, young people and communities to come together, be inspired and explore their creativity. At our venue and out across the region, we strive to make and share great theatre which tells stories, builds communities and celebrates its place. We are Cumbria’s leading producing theatre and its largest Arts Council National Portfolio Organisation.

From origins as ‘The Blue Box’, the theatre was willed into existence by the local community and opened by Dame Judi Dench in 1999. Since then, TBTL has established itself as an integral part of the UK regional theatre network, becoming a major attraction for both Cumbrian residents and visitors to the Lake District. In 2025, we were privileged to win the UK Theatre Award for Excellence in Touring, and the Cumbria Life Award for Best Arts and Culture Venue.

The theatre has a flexible Main House with 400 seats. It also operates a 100-seat Studio, allowing for events of all shapes and sizes. Together, these host almost 400 performances each year. We also generate income from an adjacent and beautifully situated café, enhancing the experience for audiences and visitors, helping to support our long-term resilience and supporting our important role as one of the major tourist attractions in the Lake District.

## ABOUT US

**OUR VISION** (the big idea that we deliver on)  
Theatre enriches the lives of everyone in Cumbria, and theatre made in Cumbria is celebrated on the national stage

**OUR PROMISE** (what audiences get from us)  
Come together and experience the power of live theatre in an extraordinary place

**OUR ESSENCE** (felt through every brand expression and experience) Theatre made with passion in an extraordinary place



“Beautiful and  
breath-stopping”

(Steel, 2024)

THE STAGE

# PURPOSE OF THE ROLE

We are seeking an experienced and capable senior manager to help shape the future of Theatre by the Lake, integrating and driving the development of our commercial, operational and customer-focused activities.

Working closely with the Executive Director, this role will be instrumental in growing and diversifying revenue streams as well as ensuring our building is safe and well-managed and our audiences receive excellent service.

## KEY RESPONSIBILITIES

### COMMERCIAL DEVELOPMENT

- Drive the delivery and ongoing development of commercial activity including hospitality, retail, venue hire and events
- Support the Executive Director in developing realistic commercial plans that contribute to organisational income
- Identify opportunities to enhance existing and develop new revenue streams
- Manage the catering operator contract, ensuring standards, service quality and income levels are maintained.
- Work collaboratively with Development and Marketing to support commercial partnerships and promotions
- Monitor commercial performance and provide regular operational reports, ensuring cost control and value for money

### FACILITIES

- Lead the efficient management of the theatre estate, ensuring it is safe, secure and well-maintained
- Oversee maintenance schedules, statutory compliance and routine operational planning
- Support the Executive Director with information and recommendations that inform long-term asset planning and capital needs



- Act as a Designated Premises Supervisor (training can be provided)
- Oversee supplier relationships and contracts for maintenance, cleaning, utilities, security and safety systems
- Champion practical sustainability measures that reduce energy use and improve building efficiency
- Chair the Health & Safety, Environment and Maintenance staff working group

### VISITOR EXPERIENCE

- Ensure excellent standards of customer service and care
- Ensure the building is welcoming, accessible and inclusive for all visitors
- Use audience feedback and available data to guide improvements to the visitor journey
- Work collaboratively with Marketing to ensure front-of-house service supports audience needs and organisational aims

### LEADERSHIP & FINANCIAL MANAGEMENT

- Line manage the Facilities & Maintenance Manager and Customer Experience Manager, providing guidance, support and clear operational leadership
- Manage budgets for operational and commercial areas, monitoring expenditure and contributing to forecasting
- Support Senior Management Team discussions with clear operational insight and practical recommendations
- Promote a collaborative, solution-focused culture across teams

# PERSON SPECIFICATION

## ESSENTIAL

- Demonstrable experience in a senior operational or commercial management role, ideally within a theatre, venue or similarly complex environment
- Entrepreneurial approach and ability to identify commercial opportunities
- Strong leadership skills with the ability to support and motivate diverse teams
- Good understanding of health & safety, licensing and compliance requirements (training can be provided)
- Evidence of delivering improvements in customer experience and/or commercial performance
- Experience managing budgets, suppliers and contracts
- Ability to prioritise effectively and manage competing demands

## DESIRABLE

- Knowledge of environmentally sustainable practices in building operations
- Familiarity with ticketing and CRM systems
- Personal licence holder

We're committed to diversity and creating an accessible recruitment process. So, whilst we're taking applications by CV, if this process doesn't work for you then please let us know and we'll happily consider an alternative such as a video application. You can contact us at [jobs@theatrebythelake.com](mailto:jobs@theatrebythelake.com) to discuss.

## TERMS & CONDITIONS

- Salary: £42,230
- Hours: 40 hours per week
- Type of Contract: Full-time, permanent
- Holiday Entitlement: 31 Days per annum (including Bank Holidays) plus Christmas Day
- Pension: 5% Employee Pension contribution and 3% Employer Pension Contribution





## HOW TO APPLY

If you think that this is the next role for you and you have the skills and experience we're looking for, then please send your CV with a covering letter explaining how you meet the criteria for the role along with a completed Equal Opportunities Monitoring Form to

[jobs@theatrebythelake.com](mailto:jobs@theatrebythelake.com)

## CLOSING DATE

The closing date for application is 10am on Monday 6th April.

Online interviews will take place w/c 13th April.



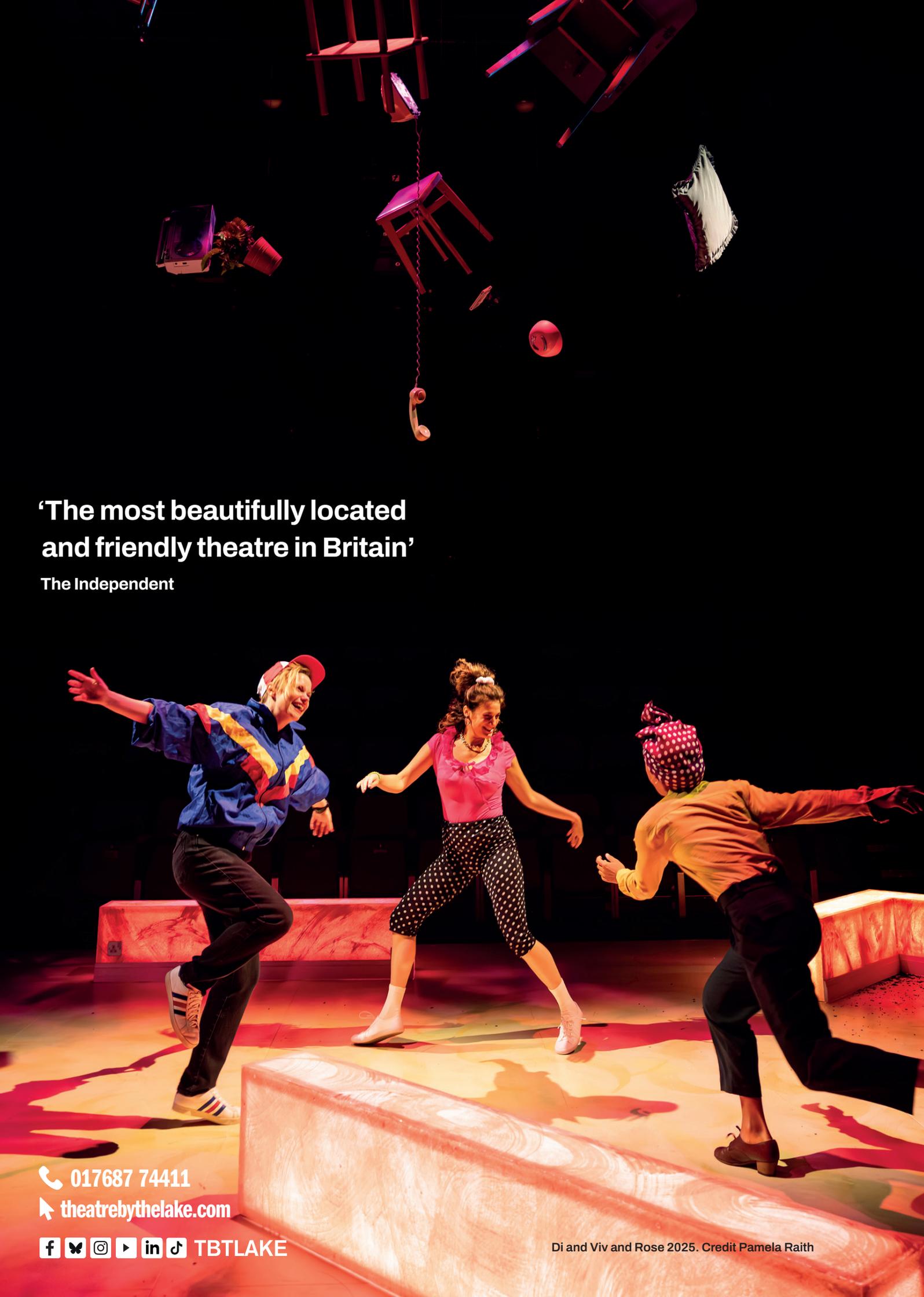
**The Wizard of  
Oz**

TIMES & STAR



**Pride &  
Prejudice**

MANCHESTER THEATRES



**‘The most beautifully located  
and friendly theatre in Britain’**

The Independent

☎ 017687 74411  
🖱 [theatrebythelake.com](https://theatrebythelake.com)

📺 🐦 📷 ▶️ 🌐 🎵 TBTLAKE

Di and Viv and Rose 2025. Credit Pamela Raith