



Chief Executive Officer / Director

Chelsea Theatre, World's End Place, London

About Chelsea Theatre

Chelsea Theatre is a vibrant community and cultural venue, in the heart of Chelsea and the World's End Estate, committed to providing community engagement opportunities, educational and cultural activities and events for residents and visitors alike.

With a £2m refurbishment completed just before Covid, Chelsea Theatre earns the majority of its income from venue hire fees, supplemented by grants from The Royal Borough of Kensington and Chelsea. As we embark on an exciting new chapter, we seek a commercially minded and dynamic CEO/Director to lead the organisation, drive financial sustainability and strengthen our role as a community and cultural hub. This is a unique opportunity for a commercially focused leader with strong business acumen and venue management experience to shape the theatre's future, ensuring its continued success and growth.

The Role

Reporting to the Board of Trustees, the CEO/Director will be responsible for the overall strategic, financial, and operational leadership of Chelsea Theatre. This is a hands-on role with a focus on balancing the day-to-day running of the operational activities of the venue, with essential components such as stakeholder management, community engagement and income generation.

Key Responsibilities

The postholder will:

- Provide leadership and responsibility for the charity's purpose, administration and financial management plus ensure compliance with the law and regulations.
- Generate significant earned income from one-off and repeat hirers, including local community organisations, commercial contracts, arts organisations and private hires, with a focus on high quality customer care.
- Increase income from grants, corporates and funds from individuals, with support from Trustees.

- Run the building as a community centre, making an ever-increasing positive impact in the local community and beyond.
- Motivate and engage a small team of staff and volunteers, and broad range of stakeholders and prospective supporters.
- Where necessary, with the team, be capable of delivering a range of operational tasks, such as updating the website and managing the box office systems.
- Act as ambassador for the charity, building relationships with partners and stakeholders in the community, local government and with businesses.

Strategic & Commercial Leadership

- Work with the Board to develop and implement a clear vision and business strategy to ensure the long-term sustainability and growth of the Chelsea Theatre.
- Identify and maximise commercial opportunities, including venue hire, sponsorship, and partnerships. Support the Board with fundraising.
- Lead on business development and marketing initiatives to increase revenue while maintaining the venue's community-focused ethos.
- Ensure the organisation's mixed team of staff and volunteers are focused on supporting the business's mission and objectives.

Venue & Operational Management

- Oversee all aspects of venue operations, ensuring the highest standards of efficiency, customer experience, and compliance with health and safety regulations.
- Develop and manage budgets effectively, ensuring quality financial reporting, financial stability, and responsible stewardship of resources.
- Ability to optimise rental income and diversify income streams, while serving community needs.
- Build and maintain relationships with key stakeholders, including funders, local authorities, businesses, and community groups.
- Operate within the annual budget. Monitor key indicators of the organisation's impact and financial health.

Community & Stakeholder Engagement

- Develop and nurture partnerships with the local community, ensuring the theatre remains a welcoming and accessible space for all.
- Work closely with the Board of Trustees to align organisational commercial goals with community needs and expectations.
- Further develop a balanced and funded community programme, which currently include a flagship youth theatre scheme, to reflect community needs and interests.
- Represent Chelsea Theatre externally, acting as an advocate for its work and impact.

Person Specification

Skills & Experience:

Essential:

- Proven leadership experience of small, mixed skills teams, in a commercial or operational role, ideally within a venue, hospitality, leisure, or cultural environment.
- Strong business acumen with the ability to drive revenue generation and financial sustainability. Able to balance commercial objectives with community impact.
- Open-ness to being 'hand-on', when needed, with good attention to detail and drive for commercial excellence.
- Experience in managing budgets, sponsorships, and commercial partnerships.
- Excellent stakeholder management and communication skills, with the cultural sensitivity to engage and collaborate with diverse groups.
- Experience working with a Board of Trustees or within a charity/non-profit structure and of charity governance principles.

Optional:

- Experience in the arts, cultural, or entertainment sectors.
- Knowledge of public funding opportunities and grant applications.

Personal Attributes:

- Commercial sense – ability to create and drive a business and optimise revenues against different priorities.
- Adaptability – able to handle challenge and changing priorities. Able to work from strategic to detailed operational level.
- Resilience - managing stress within a resource-constrained environment with diverse stakeholder needs.
- Emotional intelligence – to navigate community dynamics and manage a mixed skills team.
- Inclusive leadership skills, working with a diverse set of staff, stakeholders and customers.
- Passion – for community development, culture and arts.

Why Join Chelsea Theatre?

This is a fantastic opportunity to take a much-loved local venue to the next level, creating a sustainable and commercially successful future while maintaining a strong connection with the community. If you are an ambitious leader with a passion for venue management and business growth, we would love to hear from you.

Terms

- Conditions of employment: 40-hour week (with some evening and weekend work, plus occasional early start days). Post-holder is expected to be on-site for majority of working hours.
- Salary: circa £60,000 per annum, competitive, based on background and skills.
- Holiday allowances: 28 days, inclusive of official bank holidays.

How to Apply

- Please send your resume, together with a supporting statement (less than 500 words), outlining your suitability for the role to chelseatheatrerecruit@gmail.com – clearly marked ‘Application - Chelsea Theatre CEO’.
- Chelsea Theatre is committed to diversity and inclusion and welcomes applications from all backgrounds. The charity particularly welcomes applications from people with disabilities, LGBT+, and People of the Global Majority backgrounds, in keeping with charity’s Strategic Plan and Workforce Diversity policies.
- Please also complete the Equal Opportunities Monitoring Form [here](#) and send to chelseatheatrerecruit@gmail.com separately from the application, clearly marked ‘EOMF – Chelsea Theatre CEO’.
- The Council of The Royal Borough of Kensington and Chelsea is the charity’s main grant funder and are assisting with this recruitment process. Candidates should be aware that their application details may be shared with representatives of the Council, as well as Chelsea Theatre Trustees – with appropriate data privacy protection.
- Deadline for applications is 16 May 2025; interviews will take place in May / June, with the goal to having the candidate in post by mid July 2025.