

RAMBERT

HEAD OF AUDIENCES
Recruitment pack





Gallery of Consequence Photo by Yiling Zhao

What if...

there was a dance company where brilliant and daring people could show up and be supported to push themselves to move the world forward...

Welcome to Rambert

We believe that to give brilliant and daring people the chance to inspire others is to give them the power to change the world for the better. As one of the world's most diverse dance companies, we make dance that is awe-inspiring, adventurous, dynamic and relevant, and take it to our neighbourhood, the nation and the world.

We want to hear the most exciting and radical ideas wherever they may come from and to connect with audiences and participants from all backgrounds. Through performances, dance and wellness classes and courses for people of all ages and abilities, we want to ensure we are inspiring, engaging and relevant to everyone.



We create dance shows that tour to large scale (1000+ seat) venues.

We're actively building and serving a community of followers and supporters we're cultivating online at [RambertPlus.com](https://www.rambertplus.com) where as well as a subscription with hundreds of online classes and live performances we offer free membership to view dance films, behind the scenes, dancer interviews, podcasts, playlists and other inspiring content.

Under the leadership of Rambert's Chief Executive, Helen Shute and Artistic Director Benoit Swan Pouffer, we're setting ourselves ambitious goals trying new things, finding new ways to give people inspiration, ambition and belief.

Rambert strives to be an inclusive organisation that promotes diversity and equality of opportunity. Our aim is to create a truly inclusive organisation that reflects a society where everyone can thrive, have a sense of belonging, and be themselves. We aspire to achieve our cause through anti-discriminatory and anti-racist means and accept this is a journey we need to continually reflect and build on. To that end, we aim to drive inclusion, eliminate harassment and victimisation while working to advance equality of opportunity through all our processes from recruitment and operations through to the delivery of our public engagement and performances.





Helen Shute, Photo by Camilla Greenwell

WELCOME

Thank you for your interest in the Head of Audiences role.

It's always an exciting time at Rambert. Alongside a programme of world-class contemporary dance on stage and screen, we toured *Peaky Blinders - The Redemption of Thomas Shelby*, reaching 250,000 audience in the UK and across the world and are preparing for the upcoming tour of our next large scale production *It's a Sin* in 2027. Our digital platform Rambert Plus now services some 30,000 fans and our Ofqual accredited syllabus Rambert Grades (in partnership with Rambert School) reaches 1000s of young dancers worldwide. We have a co-working space in our award-winning architect designed headquarters on London's South Bank and have a growing programme of participation projects co-designed with the communities we serve around the UK.

We seek to balance our reliance on public funding with the commercial potential in our building, productions and new ventures. Alongside this we seek to demonstrate Rambert's credentials as a champion of inclusion, relevance and responsibility to our communities and the environments they live in.

Rambert is an award-winning organisation, working with the world's best choreographers and dancers, and alongside them we need an exceptional management team who ensure we create work to the highest possible standards and do it in the best possible way. How we do things is as important to us as the work itself.



In this pack you will find:

- Background information on Rambert
- The job description and person specification
- The conditions of employment
- Information on how to apply

Further information can be found on our website www.rambert.org.uk. If you have the skills, experience and attributes and believe in what we're setting out to do, I look forward to hearing from you.

Helen Shute

Chief Executive/Executive Producer



GOVERNANCE, STAFFING AND FINANCE

Rambert (trading as Ballet Rambert Ltd) is a registered charity, and a company limited by guarantee. We are overseen by a non-executive board of Directors led by Rafaël Biosse Duplan, who was appointed as Chair in July 2026. Day to day management of the company is delegated to the Executive Team led by the Chief Executive/Executive Producer, Helen Shute. Ballet Rambert Ltd is part of the Rambert group of companies comprising Rambert Trust Ltd and Rambert Productions Ltd.

We have two joint ventures with Rambert School: Rambert Grades and a trademark holding company.

Rambert maintains a permanent company of c. 20 world-class contemporary dancers, a fixed term junior company Rambert2 (currently paused) and a committed and dynamic staff of c. 35 who deliver the company's programme. We engage freelance artists on a regular basis, including musicians who accompany performances around the UK and internationally, and a faculty of dance artists who deliver our community and participation activity.

Rambert aims to create a programme that is artistically adventurous and ambitious whilst being financially and environmentally sustainable.

Our work is funded through national portfolio organisational (NPO) grant income from Arts Council England; box office income; fundraising from trusts, businesses and individuals other earned income including commercial hires of our enviable building, and theatre tax relief (TTR).



OUR BRAND

To be successful, brands need to communicate their cause and promise – then deliver on that promise every time someone comes into contact. Rambert has invested significant energy into developing a brand model and brand strategy. This model helps us live up to our values and informs how we communicate them. Everything in the model can be evidenced but is also aspirational. It describes us on our best days – the version of ourselves we would like to be more of the time.

The brand is central to our Audiences strategy but also everything we do, from commissioning, participation and community programmes, marketing, and fundraising to our House Rules, recruitment, and staff appraisals. Please think about how you could contribute to this promise if you came to work with us.



HOUSE RULES

- Everything starts with diversity and inclusion
- Always believe it can be better
- Take us with you
- We trust each other
- Look after yourself so you can look after others
- We respect and take responsibility for our planet and its people
- Don't look back but remember where you come from

IT'S YOUR MOVE.



HEAD OF AUDIENCES



BACKGROUND INFORMATION

Rambert's Audiences Department brings together marketing, digital, content, audience insight, CRM and fanbase development to connect people with Rambert's live shows, digital products, participation programmes and wider activity.

The team is responsible for growing audiences, deepening engagement and ensuring that audiences experience Rambert as one organisation rather than a collection of separate programmes. Through performances, Rambert Plus, Rambert Grades, participation activity, supporter engagement and digital content, the department plays a central role in building long-term relationships with audiences and generating income across the organisation.

The Head of Audiences is a senior leadership role within the Audiences team and is responsible for translating audience strategy into action. The postholder will lead audience development, campaign planning and audience engagement activity across Rambert's touring repertory productions, Rambert Plus, Rambert Grades and future audience initiatives and work closely with agencies and freelancers on commercial productions.

The role acts as the bridge between strategic planning and operational delivery, ensuring that campaigns are audience-focused, insight-led and commercially effective whilst supporting the continued development of Rambert's fanbase strategy.

Working closely with the Director of Audiences, the Head of Audiences will lead and develop the Audiences team, own relationships with touring venue marketing teams, oversee audience insight and CRM activity, and ensure audiences are considered in organisational decision-making across artistic, producing, participation, development and commercial activity.

The postholder will deputise for the Director of Audiences where required and contribute to the strategic development of audience engagement across the organisation.

Accountable to: Director of Audiences

Line management responsibility:

- Brand & Content Manager
- Fanbase & Digital Coordinator
- Freelancers and agencies as required

Key relationships:

Artistic Director, Executive Team, Producing Team, Participation & Community Team, Development Team, Finance Team, touring venues, PR agencies, creative agencies, digital partners and consultants.



JOB DESCRIPTION

We've outlined the core duties below, but we warmly welcome ideas on how the role could develop and how your skills could help Rambert achieve its goals.

1. Audience Strategy & Fanbase Development

- Lead the delivery and ongoing development of Rambert's audience and fanbase strategies.
- Ensure audiences experience Rambert as a connected organisation by developing pathways between performances, Rambert Plus, Rambert Grades, participation programmes and supporter engagement activity.
- Identify opportunities to increase audience retention, engagement and lifetime value.
- Support the Director of Audiences in developing audience strategy and long-term planning.
- Contribute to organisational planning, ensuring audience insight informs strategic decisions.

2. Campaign Leadership & Touring

- Lead audience campaigns across Rambert's repertoire touring programme, Rambert Plus, Rambert Grades and any other project Rambert undertakes needing marketing support.
- Act as Rambert's lead marketing contact for touring venues, building strong relationships with marketing and teams and ensure ambitious, audience-focused campaign plans are developed and delivered.
- Lead campaign planning meetings and negotiate marketing activity with venues and partners.
- Monitor sales performance and audience trends, making recommendations and adjustments to maximise attendance and income.
- Work closely with Rambert's PR agencies and venue PR teams to maximise profile, reach and earned media opportunities.
- Ensure campaign activity achieve goals, remains in budget and reflects Rambert's brand, values and audience ambitions.
- Support the successful launch and promotion of new productions, initiatives and audience development projects.

3. Team Leadership & Department Development

- With the Director of Audiences, lead, manage and develop the Audiences team.
- Line manage the Brand & Content Manager and Fanbase & Digital Coordinator.
- Create a culture of collaboration, accountability and continuous improvement.
- Support the professional development of team members through coaching, mentoring and clear objective setting.
- Ensure team resources are effectively deployed across organisational priorities.
- Manage external agencies, freelancers and specialist consultants where required.
- Deputise for the Director of Audiences when required.



4. Insight, CRM & Audience Intelligence

- Lead the effective use of audience insight, CRM systems and performance reporting across the department.
- Continue to develop audience segmentation and lifecycle marketing approaches.
- Ensure campaigns are informed by audience data, research and market intelligence.
- Monitor and report on audience, income and engagement KPIs.
- Identify trends, opportunities and risks through analysis of audience behaviour.
- Support the organisation's use of audience research and evaluation to inform planning and investment decisions.
- Champion evidence-based decision making across the organisation.

5. Brand, Digital & Audience Experience

- Work closely with the Brand & Content Manager to continue growing awareness, relevance and recognition of the Rambert brand.
- Ensure content and communications support audience growth and fanbase development objectives.
- Oversee audience-facing digital platforms including Rambert's website and Rambert Plus.
- Work with the Fanbase & Digital Coordinator to optimise website performance, CRM journeys, audience acquisition and retention activity.
- Ensure a consistent, high-quality audience experience across all digital and audience touchpoints.
- Identify opportunities to improve audience journeys through technology, automation and digital innovation.

6. Cross-Organisational Collaboration

- Work closely with Producing, Artistic, Participation & Community, Development and Finance teams.
- Support fundraising and development activity through audience insight, marketing expertise and campaign planning.
- Ensure audience priorities are considered throughout project planning and delivery.
- Represent the Audiences team internally and externally.
- Build collaborative working relationships across the organisation.
- Contribute to wider organisational leadership and planning processes.



PERSON SPECIFICATION

We want brilliant and daring people to work at Rambert – people who are both empowered and accountable, who want to be here and are committed to making a meaningful contribution to our success.

We're a team of ambitious, collaborative and curious people and we're looking for someone who shares those qualities; someone who can think strategically, lead confidently and isn't afraid to roll up their sleeves and get stuck in when needed.

Essential

- Significant experience in audience development, marketing, audience engagement delivering audience growth, engagement and income targets.
- Experience developing and delivering audience strategies informed by audience insight, data and organisational objectives.
- Excellent communication and relationship-building skills, with the ability to work effectively across departments and with external partners.
- Experience line managing and developing individuals and teams.
- Strong understanding of CRM, audience data, segmentation and performance reporting.
- Excellent project management and organisational skills, with the ability to manage multiple priorities and deadlines simultaneously.
- Experience managing budgets and monitoring campaign performance against agreed targets.
- A proactive and self-motivated approach, with the ability to work independently and take ownership of projects from planning through to delivery.

Desirable

- Experience working in the arts, culture, entertainment or visitor attraction sectors.
- Experience marketing subscription, membership or digital products.
- Experience working on large-scale touring productions or venue-based campaigns.
- Knowledge of website management, digital optimisation and customer journey planning.

Personal Qualities

- Strategic thinker with a strong audience focus and commercial awareness.
- Enjoys balancing long-term planning with hands-on delivery.



- Curious, adaptable and open to new ideas.
- Confident leading projects and bringing people together around shared goals.
- Motivated by continuous improvement and finding better ways of working.
- Passionate about audiences, culture and creating meaningful connections between organisations and the people they serve.
- A strong belief in Rambert's values and commitment to diversity, inclusion and accessibility.



EMPLOYMENT CONDITIONS

Salary:	£42,000- £45,000 (experience dependent)
Employment Term:	Permanent
Hours of work:	37.5 hours per week.
Holiday entitlement:	25 days paid leave in addition to public holidays, pro rata.

This post carries a probationary period of three months, during which time the notice period required by either party is two weeks. After a satisfactory review, the notice period increases to three months.

The Audiences' team operates mostly in the office (ideally 4 days / week with a day at home). We want to find the best person for this role, and therefore we are open to discussing arrangements but find that our best work is done when we collaborate in person.

BENEFITS

- Death in service benefit (4x base salary).
- Employee Assistance Programme including Private GP and Counselling Virtual Appointments.
- 24-hour confidential helpline offering financial and wellbeing support Enhanced Maternity and Paternity Pay.
- Enhanced Sick Pay.
- Free access to Rambert classes (subject to class capacity).
- Free Access to onsite gym.
- Free tickets to Rambert shows (dependent on capacity)
- Two paid volunteer days per year.
- Discounted theatre tickets/Art Fund membership.
- [Star Card](#) offering discounts along the Southbank
- Pension Auto Enrolment begins after 3 months.



AN INCLUSIVE WORKPLACE FOR ALL

Our vision is to have a workforce that is reflective of the society we are based in therefore we encourage underrepresented groups within the arts industry to apply.

We understand that individuals who are Black, Asian and ethnically diverse are often underrepresented within the arts industry. We actively make a stance against racism; holding diversity and inclusion training and having a staff diversity and inclusion working group to ensure that we are on the right side of fighting racism.

We understand that D/deaf and disabled people are underrepresented within the sector. We will interview candidates who meet the minimum criteria for the role. Please let us know if you require any reasonable adjustments for any part of the recruitment process.

We are Living Wage employers because we want to help break the poverty cycle and reduce socio-economic barriers to those working within the arts.

TO APPLY

Please send the below to recruitment@rambert.org.uk by 12 noon Monday 3 August.

- A CV
- A cover letter that details your interest in the role and your relevant experience and suitability for the role referring to the key responsibilities and personal specification (max 1 side)
- An equal opportunity monitoring form that will be provided to you once we have received your CV and cover letter.

First interview: w/c 9 Aug

Second Interview: w/c 16 Aug

Only shortlisted candidates will be contacted. If you have not heard from us within two weeks of the closing date, please assume your application has been unsuccessful.

For more information, please contact Recruitment at recruitment@rambert.org.uk

Thank you and best of luck with your application



Rambert
Rambert.org.uk
99 Upper Ground London SE1 9PP

