



MIRACLE

THEATRE

EXECUTIVE
DIRECTOR

RECRUITMENT PACK

GENERAL MANAGER RECRUITMENT PACK



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MIRACLE PRINCIPLES

ABOUT MIRACLE

Miracle Theatre is Cornwall's longest running theatre company, producing a rich variety of work, including adaptations of classic plays, new writing and innovative outreach projects. It is a lean and vital organisation committed to engaging with the communities of Cornwall, the Isles of Scilly and the Southwest and safeguarding the tradition of small-scale travelling theatre.

Since 1979, Miracle has been bringing original, compelling theatre to open-air locations and informal indoor spaces, connecting with a diverse audience across all generations.

As one of the region's key arts organisations, Miracle is committed to nurturing talent, employing local artists and inspiring young people.



FUNDING & FINANCES

Miracle Theatre is a well-established charity overseen by an experienced and engaged board of trustees. Its finances are based, on earned income from box office receipts and fees, plus long-term grant support from Arts Council England and Cornwall Council. Like many cultural organisations we operate in a challenging landscape and are actively working to secure a healthy financial future. Therefore, finding ways to increase earned income and researching and applying for other sources of funding is an important part of this role.



ABOUT THE ROLE

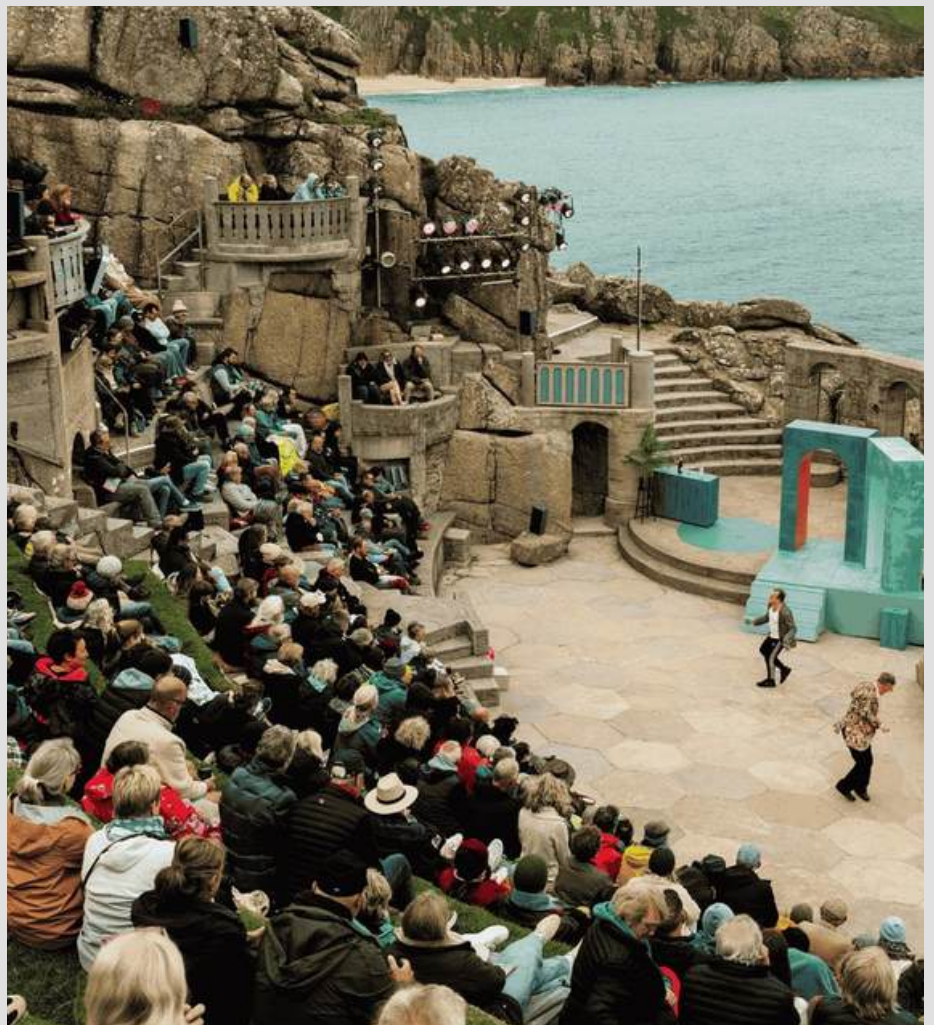
Executive Director

This is a senior leadership position covering two distinct areas of responsibility: development and management.

The Executive Director will lead on the development of a business model that will deliver a sustainable future for a thriving organisation. They will lead on fundraising and income generation, cultivating relationships with funders, donors, sponsors and partners. They will ensure the effective day-to-day running of the company. They will work closely with the CEO, Co-Artistic Director and Board, developing and delivering the organisation's business plan and charitable objectives.

They will work with the CEO, Co-Artistic Director and Finance Manager on the financial strategy and management of the company.

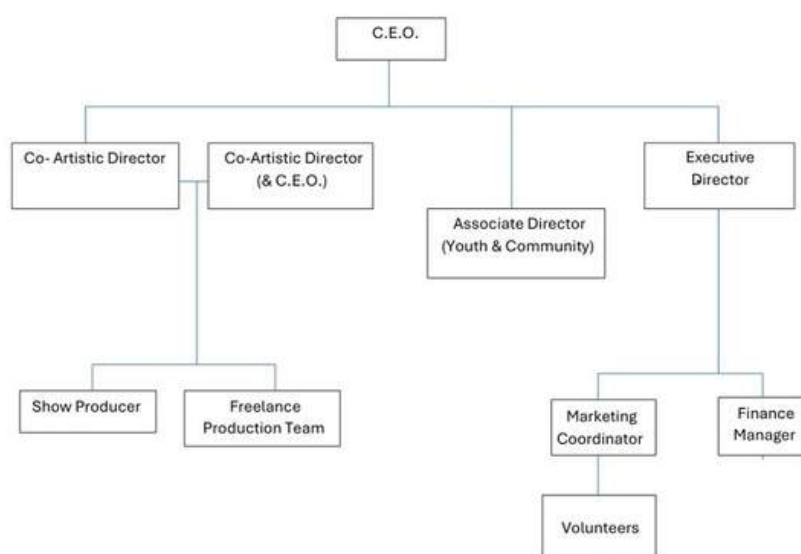
They will work with the CEO and Co-Artistic Director to deliver the company's artistic mission and long-term strategy.



WORKING RELATIONSHIPS

WORKING RELATIONSHIPS

POSITION	EXECUTIVE DIRECTOR
REPORTING TO	C.E.O.
MANAGEMENT COLLEAGUES	CO-ARTISTIC DIRECTORS & FINANCE MANAGER
MANAGERIAL RESPONSIBILITY	MARKETING COORDINATOR



ROLE RESPONSIBILITIES

DEVELOPMENT

- Develop a business model and strategy, to include existing, alternative and diversified sources of income, in collaboration with the CEO and Co-Artistic Director, and lead on Arts Council and Cornwall Council applications.
- Maintain Miracle's role as a strategic leader for the creative and cultural sector and develop partnerships to build the company's influence and reputation regionally and nationally. Attend key events, network meetings, productions and festivals to raise the profile of the Company and its values
- Foster a positive, inclusive, and innovative organisational culture.
- Seek new partnerships within and beyond the creative and cultural sector.
- Drive income growth through a dynamic, commercially minded approach, whilst upholding Miracle's artistic plans and principles. Seek and secure new earned income strands and commercial partnerships. Explore opportunities for increasing existing sources of earned income.
- Research and apply for new sources of grant funding, through trusts, foundations and statutory bodies and be the main point of contact for funders and oversee the effective management of grant contracts throughout their lifecycle, setting and monitoring standards, grant claims, monitoring, evaluation and reporting.
- Act as an ambassador for the company with funders, partners and stakeholders, maintaining good relationships.
- Lead on fundraising campaigns to support the delivery of Miracle's touring and outreach programmes.
- Identify and develop sponsorship & partnerships at both the national and local level.
- Develop strategy for attracting and securing donations including new ways of connecting with individual donors, major givers and patrons – current and potential.
- Write final reports to funders and sponsors, ensuring that all obligations are fulfilled.
- Be accountable for forecasting future grant and income opportunities and communicating a clear strategic vision for Miracle's approach towards capitalising on opportunity.

ROLE RESPONSIBILITIES

MANAGEMENT

- Manage day-to-day operations of the company, to ensure smooth-running of the organisation.
- Lead on working practices that ensure clear and consistent communication across the whole organisation.
- Develop and execute a business plan with the Management Team and ensure Miracle is delivering against its Business Plans and Project Outputs.
- Work with the CEO, Co-Artistic Director and Finance Manager on financial strategy and management for the organisation, maintaining a clear understanding of the organisation's financial and business model, including both commercial and funded strands of work.
- Work with the Management Team on audience development strategies to engage new people with Miracle's work.
- Sign off any revisions of the Staff Handbook. Review any areas where staff might benefit from training.
- Ensure that all the statutory obligations of the company are met.
- Attend Board meetings, contribute and ensure that accurate minutes are taken.
- Oversee Evaluation of the company's work, audience, management team, freelancers and Board, maximising the use of the company's data capture systems - qualitative & quantitative.
- With input from the Management Team, develop annual and project-specific budgets.
- Support the Marketing Co-ordinator to ensure Miracle reaches the widest range of people in each community it visits
- Work with the Artistic Team on strategy and delivery of 'Small Miracles'.
- Oversee creation, implementation and evaluation of marketing and PR campaigns across multiple platforms (including traditional media) for Miracle events, touring productions and outreach programmes.
- Maintain and protect Miracle's principles, reputation and brand and ensure Miracle's culture is inclusive, collaborative, safe and supportive.

PERSON SPECIFICATION

PERSON SPECIFICATION

Essential

- As someone with excellent knowledge of the UK arts landscape, including policy and funding, you will guide Miracle's strategy and act as an advocate for the company.
- The successful candidate will have a proven track record of successfully accessing statutory funding.
- The role requires commercial awareness and a dynamic approach to income generation, including seeking new earned income strands and forming commercial partnerships.
- Proven experience in arts/theatre management and fundraising/development.
- Strong financial literacy, with experience of budgets, reporting, and compliance.
- Track record of securing income from trusts, foundations, and/or major donors.
- Excellent organisational and communication skills, entrepreneurial and confident.
- Ability to manage multiple priorities in a small but busy organisation.
- Confidence in working with stakeholders including trustees, funders, local authorities and partners.
- Commitment to equality, diversity, inclusion, and sustainability.
- Proven experience of writing funding bids.
- Ability to oversee a small, committed team, working collaboratively and autonomously.
- Imagination to see potential funding solutions in a crowded and challenging landscape.
- Enthusiasm for delivering arts projects at the community level.
- Familiarity with charity governance and NPO requirements.
- Experience of building a hybrid model of earned and commercial income..
- A passion for the arts and cultural sector

Desirable

- Experience of touring theatre/live performance.
- Experience of drawing down sources of income from beyond the creative and cultural sector.

KEY CONDITIONS OF WORK

CONTRACT: Permanent

Start date: ASAP and by the end of MARCH 2026 at the latest

Pay: £40,000

Holidays: 4 weeks a year rising to 5 weeks over 5 years plus bank holidays

Hours: Full-time*, 37.5 hours per week.

Place of work: Miracle HQ – in Penryn, Cornwall. Some work will be off-site at Miracle venues and rehearsal spaces, including some evenings & weekends (TOIL & flexible working policies in place).

Pension: Miracle enrolls eligible staff into The People's Pension and currently contributes the equivalent of 3% of salary into the scheme.

* We are prepared to be flexible on the structure of this role for the right candidate and would be willing to discuss a working pattern that suits you and the charity.

EQUALITY, DIVERSITY & INCLUSION

We believe that a more diverse workforce is a more productive, engaged and successful one too, so we want to encourage people from all backgrounds and walks of life to come and share their talents with us. It should go without saying that we don't discriminate based on factors such as age, race, disability, sexual orientation or gender identity. By embracing diversity we foster a happy, welcoming environment for everyone on our team. The things that matter to us are your ability, aptitude, potential, passion and drive rather than your qualifications, so there are no formal minimum requirements.

APPLICATION PROCESS

- A statement - covering a maximum of 2 sides of A4 at 12pt or a voice recorded version of this document or a video that is a maximum of 7 minutes - sent via WeTransfer. This statement should explain how your skills and experience meet the requirements of the role.
- Your CV – max 3 pages Contact details for 2 referees (including their email)

If you would prefer to submit your application by an alternative method or for further assistance please contact **jobs@miracletheatre.co.uk**

Please submit your application files by email to **jobs@miracletheatre.co.uk** by **9am Monday 15th December**.

Interviews will be held in person at Miracle HQ Penryn **Tuesday 6th January**. If you are not available on this date, please make this clear on your application.

TIMETABLE

Deadline for applications: 9am Monday 15th December
Shortlisted candidates contacted: Friday 19th December
Interviews: Tuesday 6th January

MIRACLE PRINCIPLES



Miracle Theatre is guided by a set of principles, agreed by its Artistic Working Group, representing the creative and management teams.

Keep the audience at the heart of everything

Grow the audience – be accessible and inclusive - a gateway into theatre.

Miracle is of the place and for the place.

Create the ultimate live experience – the best night out!

Safeguard the timeless tradition of the travelling storyteller.

Make Compelling Theatre

Connect with audiences.

Strong narrative – character-driven -

philosophical – witty – abstract – subversive

Inspiring – hilarious – imaginative – mischievous.

Multi-role physical comedy

Confront issues obliquely: avoid preaching to the converted – be bold without being blunt!

Approachable work that surprises and stretches audiences, without losing them.

More Poor Theatre, less Empty Spectacle.

Mix it up - art forms and genres.

Laughter/music/great acting/artistic excellence in every moment.

Making theatre from nothing rather than staging ready-made plays.

MIRACLE PRINCIPLES

Inspire Young People

Investment - the long game: build the next generation of artists and audience.

Work with and for young people.

Create opportunity and access.

Focus on local artists

Create opportunity/employment for people who live and work in Cornwall.

Adopt Best Working Practice

Don't assume anything: be clear about expectations and rules.

Ensemble ethos – collaboration means ownership.

Clarity about roles and responsibilities.

Safety net for company members: realistic ambitions – forward planning – generous rehearsal time.

Kind/nurturing/open/full of laughter.



Develop talent

New, emerging and emerged!

On-the-job training.

Learning through experience.

Work towards greater sustainability

Financially and environmentally.

Aim for greater diversity

All discussions should happen with reference to creating opportunities for increasing diversity in cast, staff and audience.