

**ASSOCIATE GENERAL MANAGER**  
**Playful GM Ltd**  
Job Description

## **Playful Productions**

Playful Productions is one of the largest independent theatre production companies in the West End. Current producing work includes *A Little Life* in the West End, UK tours of *Charlie and the Chocolate Factory*, and general management of *Wicked*, *Moulin Rouge! The Musical* and *MJ The Musical* (opening 2024). We also have many plays and musicals in development and pre-production. We are one of the West End's biggest employers and we lead the commercial sector in excellence, innovation, and ambition. We work at scale and are committed to presenting high-quality shows to audiences across the UK and beyond.

[www.playfuluk.com](http://www.playfuluk.com)

## **Overview**

The Associate General Manager co-ordinates the day-to-day management of specific productions, is a principal point of liaison for external colleagues and co-ordinates the setting up of Playful Productions' tours in conjunction with the company tour booker. The Associate General Manager ensures that information and decisions are communicated swiftly and supports the work of the Directors with efficient administrative back-up.

## **Reports to**

Line Manager: General Manager

## **On Specified Productions**

- Draft production budgets with the Directors and the Production Accountant. Implement the running and expenditure of the budget and reconcile the expenditure at the end of the run.
- Work with the Directors on casting where required, and work with casting directors to co-ordinate the casting process.
- Co-ordinate the recruitment process, taking interviews and negotiating deals for all production staff.
- Negotiate deals for creative teams, cast and stage management in line with budget and union agreements both independently and in collaboration with the Directors.
- Maintain a record of deals done and ensure that all contracts are issued and accurately reflect these deals.
- Work closely with the Company Stage Manager of each show on the management of all production personnel including resolving any HR matters which may arise.
- Work closely with the Production Manager of each show on the management of the production
- Work closely with the Health and Safety Consultant on each show to ensure health and safety policies and procedures, including Covid-19 protocols, are implemented, and followed.
- With the Senior General Manager and Executive Assistant to the Directors produce and arrange the distribution of the Investment Prospectus and draft and issue investment papers
- Ensure all aspects of the production are suitably insured.
- Monitor developments in union agreements and ensure that Playful Productions fulfils its obligations as an employer.
- Assist with the negotiation of contracts for theatres as required.
- Check theatre contract statements.
- Check and sign off the weekly payroll.

- Manage the workload of Production Assistants and Production Co-Ordinator's as required.
- Oversee visas, work permits and appropriate tax exemptions where necessary for foreign personnel involved in UK productions.
- Oversee travel, transport, accommodation and per diems.
- Organise any individual or company training required.
- Co-ordinate every aspect of press and media nights, including compilation of guest list, mailing of invitations, seat allocation, distribution of tickets, logistics, press night parties and company gifts, working within budget.
- Represent Playful Productions at weekly marketing meetings.
- Co-ordinate all logistics relating to press, marketing and promotional events, liaising with the press and marketing teams, performers, production departments, external venues, media outlets and broadcasters as applicable.
- Oversee the compiling of production programmes.
- Attend running shows, including cover runs, on a regular basis.
- Organise and attend access performances and stay abreast of developments in this area.
- Be aware of, implement and adhere to office and production Health and Safety policies and Playful's policies and procedures.
- Ensure that all decisions made for productions are conducted in a timely manner and communicated to all relevant parties.

**In addition to the above, for touring productions:**

- Work with the Directors and the company tour booker to schedule and secure bookings for UK touring productions
- Ensure that touring contracts accurately reflect negotiated deals.
- Oversee visas, work permits and appropriate tax exemptions where necessary in connection with international touring productions.
- Represent Playful Productions at any venue production meetings, marketing meetings or other such meetings in connection with touring productions.
- Monitor new developments and cultivate new initiatives with regional theatres across the UK to enhance future touring possibilities.
- Visit touring productions when in residency at regional theatres on behalf of Playful Productions as required.

**Administration**

- Ensure the office is run efficiently and the Directors' work is supported.
- Provide relevant support to the Senior Management Team
- Help answer the phones as required and be an ambassador for Playful Productions providing a welcoming atmosphere and hospitality for colleagues and visitors.

**Development**

- Engage with the development process, attending performances, readings and workshops when required and report on them.
- Identify and book to see appropriate plays as agreed with the Directors.
- Keep abreast of new talent in the industry, productions opening and general trends in the West End
- Build relationships with potential creative teams, cast, stage managers, casting directors etc. and stay connected with their work.
- Network and explore potential working partnerships for the future.

**Covering and Deputising**

Provide holiday and out of office cover for other members of the Production Team as required.

**Annual Holiday**

20 days' holiday during each holiday year, pro-rata to the length of the engagement, in addition to all Bank and Public Holidays

**Working model**

Hours: Normally 10am to 6pm Monday to Friday

Location: During the probationary period this role will be 100% office based. On passing probation core days in the office will be Tuesday – Thursday with the option to work from home on Mondays and Fridays subject to operational requirements. This arrangement is subject to periodic review.

**Contract**

Open ended, subject to an initial three-month probationary period and thereafter to a twelve week notice period

**Salary**

Competitive – negotiable according to experience

This job description may be amended from time to time in line with the demands of Playful Productions' varied production portfolio.

**Person Specification**Essential Attributes

- At least 5 years' experience of musicals and/or plays in a professional theatre environment in a similar role, ideally in commercial theatre.
- Experience of large-scale West End musicals
- Experience of theatre marketing and press campaigns
- Experience of coordinating large scale events e.g., press nights
- Experience of casting and recruitment processes
- Proven ability to deliver work within budgetary constraints.
- Excellent time management skills with the ability to work on a very varied and heavy workload and to juggle competing priorities.
- Excellent organisational skills
- Excellent written, verbal communication and numeracy skills
- Tact, diplomacy, and discretion
- Eye for detail and accuracy
- A flexible approach to working hours.
- A willingness to work as part of a team and cover other roles, as necessary.
- Advanced skills in Microsoft Word, Outlook and Excel spreadsheets and use of the internet
- A sense of humour
- Be attentive to requirements of Directors, office, and company.
- Calm and patient approach, resourceful and proactive in dealing with problems and queries.

Desirable Attributes

- Experience of tour booking, venue contract negotiation, and day-to-day management of a touring production
- Education to degree level
- HR experience