

Playful Productions

Playful Productions is one of the leading independent theatre production companies in the West End. Current **and recent** producing and general management work includes Inter Alia, Born With Teeth, The Fifth Step Wicked, Moulin Rouge! The Musical and MJ The Musical. We also have many plays and musicals in development and preproduction. We are passionate about presenting high-quality shows to audiences across the UK and beyond. We are committed to a workplace culture that embraces equality, diversity and inclusion across all departments - www.playfuluk.com

Overview

The General Manager is accountable for the day-to-day management of West End productions, including both Broadway and international transfers, tours, new productions and large-scale productions. The General Manager will lead the delivery of allocated productions, taking responsibility for running these on budget and to schedule. They will lead the production process from start to finish overseeing budgets, schedules, negotiations, recruitment of production staff, processes (including accounts, payroll, royalties, marketing, technical), company welfare, press nights and travel/accommodation. The General Manager will be the point of contact for creative teams, authors, co-producers, the company, venue and other stakeholders. They will bring extensive management and decision-making experience in order to deliver Playful's work to the highest standard. The General Manager works on more than one production and is an experienced escalation point for all issues that arise. They manage the Production Coordinators and Production Assistants that work with them on their productions.

Line Manager - Managing Director

On Specified Productions

- Accountable for the effective delivery of productions from pre-production to closing
- Oversee new productions in development from a General Management point of view – liaising with Producers and advising on all aspects of the setup of a production
- General Manage Broadway transfers, international transfers, UK tours, workshops and new productions
- Draft production budgets
- Forecast, monitor and reconcile weekly running budgets and pre-production expenditure. Work with the Directors on casting where required, and work with casting directors to coordinate the casting process
- Lead the recruitment and appointment of senior production staff, including conducting interviews and negotiating contractual terms
- Oversee the recruitment of other production staff
- Negotiate deals for creative teams, cast and stage management and technical production staff in line with budget and union agreements and maintain a record of deals done
- Draft and negotiate high level production contracts and oversee the drafting of all production contracts ensuring contracts are issued accurately, and no later than two weeks prior to an individual's start date as a minimum requirement.
- Update the Head of Contracts with the status of issuing all production contracts
- Report to, update and liaise with Producers and Executive Producers regularly on the status, budget and progress of a production

- Update the Managing Director and Directors regularly on the status, budget and progress of a production – signing off key decisions with them and copying them into correspondence as and when appropriate and requested
- For touring productions work with the company tour booker to schedule and secure bookings for UK touring productions
- Ensure that touring contracts accurately reflect negotiated deals
- Work closely with the Company Management team of each production on the management of all production staff including the effective handling of employee relations, contractual, performance and conduct matters
- Work closely with the Production Manager of each show on the management and delivery of the production
- Work closely with the Health and Safety Consultant on each show to ensure health and safety policies and procedures are implemented and followed
- Ensure the distribution of Investment Prospectus' and draft and issue investment papers as and when required
- 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
- Review theatre contra statements
- Monitor and report on financial performance of each production
- Check and sign off the weekly payroll
- Line manage Production Assistants and Production Coordinators, overseeing workload, prioritisation and delegation of tasks
- Oversee visas, work permits and appropriate tax exemptions where necessary for foreign personnel involved in UK productions
- Oversee travel, transport, accommodation and per diems
- With the Head of People and Culture, organise any individual or company training required.
- Oversee 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, Producer meetings and Executive Producer Meetings
- Oversee 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, drafting, proofing and sign off of production programmes
- Attend running shows, including cover runs as and when required
- Oversee access performances and with the Head of People and Culture maintain awareness of developments in this area
- Promote a fair, inclusive and respectful working environment through policies, training and procedures
- Ensure that all decisions made for productions are carried out in a timely manner and communicated to all relevant parties
- Be the General Management front face in the theatre buildings and the senior point of contact on the productions

General

- Embody and promote Playful's values, approach and working culture across productions
- Ensure consistency across productions in General Management process and approach

- Look for ways to streamline and improve production processes wherever needed
- Provide support to the Managing Director in regard to new business, modelling up new budgets and allocating show teams
- Represent Playful on union negotiation committees for SOLT and UKT and communicate all union updates to the wider Playful team
- Be a designated UK Visa and Immigration sponsor licensor for Playful and advise staff on visa and immigration queries as they arise
- Represent Playful externally and deputise for the Directors as and when required
- Engage with the development process, attending performances, readings and workshops when required and report on them
- 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 keep in touch with their work
- Network and explore potential working partnerships for the future
- Lead staff training on production processes as and when required

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

Person Specification

Minimum Requirements

- At least 5 years' experience working on musicals and/or plays in a professional theatre environment in a similar role
- Experience of working on large-scale West End productions and/or UK tours
- Experience of contract negotiation and the day-to-day management of productions
- Experience of building production budgets and managing expenditure
- Proven ability to deliver work within budgetary constraints
- Detailed working knowledge of Union Agreements, with the ability to apply these practically
- Experience of HR processes, including employee relations
- Experience of line management and managing show teams
- Excellent written, verbal communication and numeracy skills
- Advanced skills in Microsoft Word, Outlook and Excel, and confident use of the internet
- A flexible approach to working hours, including evenings and weekends as required

Essential Criteria

- Experience of working on multiple productions simultaneously
- Experience of theatre marketing and press campaigns
- Experience of coordinating large-scale events, such as press nights
- Experience of casting and recruitment processes
- The ability to lead, motivate and work effectively as part of a team
- Proven ability to work effectively with high-level stakeholders, including producers, creatives and senior partners
- Strong commercial awareness and judgement
- Demonstrable commitment to inclusive practices
- Excellent time management, with the ability to juggle a heavy and varied workload
- Excellent organisational skills

- Ability to communicate with confidence at all levels, including face-to-face, written, telephone and group communication
- High levels of tact, diplomacy and discretion
- Strong attention to detail and accuracy
- Calm, patient and resourceful approach, with the ability to think creatively and reactively to solve problems
- Willingness to work collaboratively and support other roles when required

Desirable Attributes

- Experience specifically within commercial theatre environments
- A strong sense of being attentive to the needs of Directors, office teams and the wider company
- A sense of humour and positive outlook
- Evidence of thriving in fast-paced, high-pressure creative environments

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, rising to 22 days after 2 years and 25 days after 5 years of service, in addition to all Bank and Public Holidays.

Working Hours

Normally 10am to 6pm Monday to Friday in the office with an hour for lunch. Additional hours, including some evenings and weekends, will be expected as necessary in order to fulfil the requirements of this role.

Contract

Permanent. Subject to a three-month probation period.

Salary

Competitive and according to experience.

All applicants must be eligible to work in the UK.

Application

To apply please email a cover letter (no longer than 2 sides) and CV to playfulrecruitment@playfuluk.com no later than 9am on Monday 3rd August 2026. Please write 'General Manager' in the title of the email. Thank you for reading and we look forward to welcoming your application.