

Commercial Director Job Description

About Us

We are a vibrant and inclusive performing arts charity, dedicated to providing high-quality creative education and performance opportunities for the public. Our model is simple:

CentreStage is a place where everyone regardless of their age or background, is welcomed, supported and encouraged to fulfil their potential. Our strengths-based approach is underpinned by our core values of Hope, Inclusion, Aspiration and Joy. We achieve this through delivering paid classes and programs to the wider community which subsidises activities for those facing additional physical, financial, or social challenges.

We operate from a dynamic multi-purpose venue featuring:

- A state-of-the-art theatre with newly installed cinema technology
- A popular licensed café
- Flexible rental spaces for external organisations
- A bustling hub for creativity and community development

Location: 15 Elmbank Drive, Kilmarnock, KA1 3AE

Organisation: Centrestage

Reports to: Chair of the Centrestage Board of Trustees

Staff: Approx. 60 (Full and Part-time)

Finance: £2m pa

Salary: Band 5: £60,000 - £70,000

Contract: Full-time (37.5hrs wk), Permanent

We also offer:

- Pension contributions
- Flexible working arrangements
- Ongoing professional development

The Role

As Commercial Director, you will be a results orientated *commercial and operational leader* of our organisation, someone who thrives in driving entrepreneurial initiatives while championing social purpose. We're seeking an emotionally intelligent and compassionate leader with experience in *sales, marketing, enterprise development*, and team empowerment.

This is a pivotal moment for our organisation. We are looking for a Commercial Director who will work in collaboration with the founder to build sustainable income streams while strengthening our charitable impact and visibility.

Key Responsibilities

Strategic and Commercial Leadership

- Develop and implement socially commercial strategies to maximise earned income from classes, venue hire, café operations, and theatre/cinema programming for wider inclusive action.
- Identify and secure partnerships that align with our mission and secure revenue.
- Oversee pricing strategies, marketing campaigns, and brand development.
- Monitor KPIs and use data to shape decisions and demonstrate impact.

Marketing and Sales

- Lead customer acquisition and retention strategies for all public offerings.
- Champion audience development and digital engagement for classes and theatre/cinema.
- Develop compelling cases and content to attract donors, funders, and customers.
- Build strong relationships with media, partners, and collaborators.

Fundraising and Stakeholder Relations

- Work alongside the board to deepen support from government bodies, grant-giving organisations, and corporate sponsors.
- Cultivate relationships with high-net-worth individuals, patrons, and donors.
- Oversee bid writing, impact reporting, and funding compliance.

Team and Operations Management

- Lead and inspire a multi-disciplinary team of approx. 60 staff across departments.
- Ensure robust operational systems across finance, HR, health & safety, compliance, and IT.
- Create a positive, inclusive, and high-performing workplace culture that inspires and motivates
- Report to the Board on strategy, risk, operations, and impact.
- Enable expansion of the inclusive offers available to minimise the barriers of inequality and equality for the people of Kilmaronock and beyond

About You

Essential:

- Proven leadership in a commercially driven environment, leisure, retail and wider commercial sectors.
- Demonstrated success in business development.
- Experience managing cross-functional teams and delivering against targets.
- Strong financial acumen, budget management, and operational oversight.
- Excellent communicator and relationship-builder with emotional intelligence.

- Demonstrate leadership values of humility, empathy and kindness. Passion for the arts, education, and social impact.

Desirable:

- Understanding of the third sector, or experience working with charities or community-led initiatives.
- Experience securing philanthropic support or public funding.
- Familiarity with venue-based operations (theatre, café, events).

What We Offer

- An attractive salary and pension contributions
- Employee Assistance Package and benefits
- A purpose-led and creative working environment
- Autonomy to shape strategy and drive organisational growth
- Supportive board and passionate, mission-driven colleagues
- Opportunities for personal and professional development

How to Apply

CentreStage is an equal opportunity employer. We actively welcome applications from candidates of all backgrounds, particularly those from groups currently underrepresented in the arts.

To apply, please contact Jennifer McIntyre, Executive Assistant, on jobs@centrestagemt.org.uk who will provide you with a recruitment pack