

DECEMBER 2025

CHIEF EXECUTIVE

Recruitment Pack



PITLOCHRY
FESTIVAL
THEATRE



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WELCOME

Thank you for your interest in the role of Chief Executive at Pitlochry Festival Theatre.

This is an important moment for us. Following a major phase of redevelopment, record audience growth, and the appointment of Alan Cumming as Artistic Director, the Theatre is entering a new chapter of ambition and opportunity. We are proud of what has been achieved so far and clear about the work still ahead.

From our home in Highland Perthshire, we produce work that reaches far beyond Pitlochry. We are a national cultural organisation with a strong reputation for artistic excellence, community impact, and sector leadership. Our charity's purpose – to improve lives by sharing Pitlochry with the world and the world with Pitlochry – continues to guide every part of what we do.

Our Chief Executive will play a central role in shaping the Theatre's future. This means leading a skilled and committed team, working closely with our Board, strengthening our financial position, and building the partnerships that will sustain our work for years to come. It also means championing our values, supporting our people, and ensuring that our ambition is matched by resilience, clarity and care.

If you share our belief in the power of theatre, and you are ready to lead an organisation with momentum, purpose and potential, we look forward to hearing from you.



CRAWFORD GILLIES

*Chair of the Board of Trustees
Pitlochry Festival Theatre*



A Toast Fae the Lassies
Photo: Tommy Ga-Ken Wan



The 39 Steps
Photo: Tommy Ga-Ken Wan

ABOUT PITLOCHRY FESTIVAL THEATRE

Since 1951, Pitlochry Festival Theatre has been the artistic heart and soul of Highland Perthshire. As Scotland's leading producer of musical theatre, and the nation's only major arts organisation located in a rural setting, we welcome more than 100,000 visitors each year to a year-round programme of performances, events and creative experiences.

Our vision is to be recognised as the nation's most impactful producing theatre, at home and beyond. We work towards this by creating life-changing experiences for as many people as possible across our communities, through our theatre and our environments. Our purpose – to improve lives by sharing Pitlochry with the world and the world with Pitlochry – sits at the centre of everything we do.

Our eleven-acre campus includes the magical Explorers Garden, the Amphitheatre, Pavilion and Pagoda, and our fully accessible main building with its Auditorium, Studio Theatre, Café, Restaurant and Bar. These spaces allow us to create work Inside, Outside and Online, offering imaginative and welcoming experiences for audiences, artists and visitors.

Our organisational values guide how we work: creative, respectful, empowering and collaborative. These shape how we support our staff and artists, how we work with partners, and how we contribute to a vibrant cultural future for Scotland.

We are entering a significant period of development. Major capital investment has transformed our facilities, improving accessibility and energy performance as we work towards becoming Scotland's first net-zero theatre. With the arrival of Alan Cumming as Artistic Director, we are also moving into a new phase of artistic ambition and external engagement.

Pitlochry Festival Theatre is proud to be a Theatre for All and a Theatre for a Lifetime. As we look ahead, our charity remains focused on creating work and experiences that bring people together, support talent and offer joy, inspiration and connection across all ages. This is a moment of momentum and possibility for the organisation, and we are ready to shape the next chapter.

STRATEGIC FRAMEWORK

Our Strategic Framework brings clarity to how we focus our charity's work and how we deliver our purpose, vision and mission. It shapes the decisions we make, the partnerships we form and the experiences we create.



PLACE

Pitlochry is our home. We draw inspiration from it and celebrate it through our work here and everywhere we work with partners, sharing what we do Inside, Outside and Online.

PEOPLE

We nurture our staff, artists, partners, supporters and audiences. We bring people together and serve broad, human concerns through our creative work and our programmes.

PRODUCTION

We perform at our best when we create and deliver theatre and cultural activities. We explore and extend how and where we share creative experiences of all kinds, for the benefit of all our communities.



The Great Gatsby
Photo: Tommy Ga-Ken Wan

PLACES AND SPACES

Pitlochry Festival Theatre sits on an eleven-acre campus on the banks of the River Tummel. Our location is one of our greatest strengths. It shapes how we work, how audiences experience us, and how we plan for the future. The site brings together landscape, cultural facilities and community spaces, giving us a distinctive platform for producing work and welcoming visitors throughout the year.

INSIDE

Our main building has been transformed through our *VISION* Capital Project, completed in 2025 with significant investment from the Tay Cities Region Deal. The redevelopment has created a fully accessible entrance, a renovated Auditorium, a new Studio Theatre and renewed front-of-house spaces including the Café, Restaurant and Bar. These improvements support a wide range of work, from large-scale musicals and new writing to concerts, festivals and community events.

As part of the redevelopment, all fossil-fuel systems were replaced with low-carbon technologies. This marks a major step towards our goal of becoming Scotland's first net-zero theatre.

OUTSIDE

Our campus extends far beyond the main building. The Explorers Garden, Amphitheatre, Pavilion and Pagoda offer imaginative outdoor settings for performance, learning and participation. These spaces support artistic work, family activity and community events, and are central to our identity as a theatre rooted in place.

The wider campus also includes a riverbank play area, gardens, paths and public gathering points. We see significant potential to strengthen these outdoor spaces further, improving infrastructure, broadening their use and enhancing their cultural, social and commercial value.



A HIGHLAND DESTINATION

Our campus is both a creative hub and a visitor attraction. With more than 100,000 visitors each year, the Theatre plays a major role in cultural tourism in Highland Perthshire. Our hospitality and retail spaces — integrated across the building and landscape — are important parts of the visitor experience and our income model. We are developing a more cohesive destination offering, drawing on our surroundings, local producers and the distinctive character of Pitlochry to encourage loyalty and repeat visits.

WHAT COMES NEXT

The completion of the *VISION* Capital Project has given us a renewed building and a strong foundation. The next Chief Executive will inherit spaces that work well — and the scope to shape what comes next. There is clear potential to make more of our outdoor estate, grow our hospitality and retail offer, and progress our work towards net-zero operations.

A PLATFORM FOR AMBITIOUS GROWTH

Our places and spaces define who we are: a theatre rooted in its landscape, able to create and share work indoors and across our outdoor campus, and able to offer experiences that few other organisations can. With a transformed building and an extensive site, the next Chief Executive will lead an organisation ready to grow — artistically, financially and in its impact across Scotland and beyond.



Engagement event
Photo: Jess Shurte

FINANCIAL OVERVIEW

Pitlochry Festival Theatre operates a large and complex campus and delivers a year-round programme of original work in a rural setting. This brings both opportunity and challenge. Our financial model depends on a blend of earned income, commercial activity, philanthropy, public funding and careful management of resources. The financial environment is robust but demanding, and the next Chief Executive will play a central role in guiding the Theatre toward a sustainable future.

OUR FINANCIAL CONTEXT

Following a major period of redevelopment, we now have improved facilities, increased capacity and a more efficient building. Audience demand is strong and our commercial activity is growing. At the same time, we carry the financial realities of running an eleven-acre campus, maintaining a high-quality producing operation, and operating in Highland Perthshire where costs can be higher than in urban centres.

The scale and ambition of our work remain high, and we continue to balance creative opportunity with financial discipline.

OUR INCOME MODEL

We generate income from six main sources:

1. **Box office:** The foundation of our financial model, supported by strong demand for both new work and well-loved titles.
2. **Commercial trading:** Food, beverage, retail and venue hire, all of which continue to grow as we strengthen the visitor experience.
3. **Philanthropy & Partnerships:** Funding through membership, donations, trusts, foundations, legacies and income from corporate partnerships are essential for delivering our mission and supporting our ambitions.
4. **Public funding:** Represents a critical part of a core funding.
5. **Theatre Tax Relief:** An important, permanent part of the funding landscape for producing theatres.
6. **Future-life income:** Income from touring, transfers, commercial partnerships, licensing and other extended-life opportunities for our productions. This is a growing and important area of our model.

This mix provides resilience, but each element requires sustained focus. We continue to strengthen our balance of income to support long-term stability.



OUR COST ENVIRONMENT

Our cost base reflects:

- the size and upkeep of our rural campus;
- the cost of producing theatre at scale;
- our commitment to ethical practice and fair pay;
- rising production, staffing and utility costs; and
- the ongoing investment required to maintain high standards for audiences and artists.

LOOKING AHEAD

We have clear opportunities to grow our earned and commercial income, strengthen relationships with supporters, increase the future life of our productions, and deepen partnerships with organisations across Scotland and beyond. Continued investment in our campus and our people will be central to our progress.

The next Chief Executive will join at a moment of real momentum and possibility: a renewed building, strong audience appetite, major artistic leadership, and a clear strategic framework. Alongside this sits the essential task of guiding the organisation toward long-term financial resilience, ensuring that our artistic and community ambitions can thrive for years to come.



Water Colour
Photo: Tommy Ga-Ken Wan

ORGANISATIONAL STRUCTURE

SENIOR LEADERSHIP TEAM (SLT)

The SLT comprises the Chief Executive, Artistic Director, Director of Finance & Operations and Director of Development. This group leads strategy, organisational planning and major decision-making.

SENIOR MANAGEMENT TEAM (SMT)

The SMT brings together the Heads of Department across the Theatre. The SMT supports delivery of organisational plans and day-to-day management.

EXTENDED MANAGEMENT TEAM (EMT)

The EMT includes managers who report to Heads of Department. The EMT supports operational delivery across all functions.

THE ROLE

The Chief Executive leads Pitlochry Festival Theatre, working in partnership with the Board to guide the organisation's strategy, culture and long-term success. The Chief Executive is responsible for the overall leadership and management of the Theatre, ensuring we deliver our purpose, live our values and fulfil our ambition to be Scotland's most impactful producing theatre.

The Chief Executive leads a skilled and committed team, providing clear direction, supporting people to do their best work and fostering a culture that is collaborative, caring and ambitious. The role oversees all aspects of the Theatre's operations, including artistic delivery, financial management, commercial activity, fundraising, audience development, organisational development and the stewardship of our eleven-acre campus.

This is a pivotal moment for Pitlochry. With major capital works completed, strong audience demand, renewed artistic leadership and a clear strategic framework, the next Chief Executive will shape the Theatre's next chapter. Priorities include strengthening financial resilience, developing new and existing income streams, building a sustainable operating model, deepening partnerships and ensuring our programme continues to inspire audiences at home and beyond.

The Chief Executive will champion our values, work closely with the Board, nurture our people and ensure that our artistic and organisational ambition is matched by accountability, care and clarity. They will represent Pitlochry with confidence and warmth, building relationships across the cultural sector, public bodies, partners, donors and our many communities.

This role offers the chance to lead a much-loved national theatre with real momentum. The Chief Executive will join an organisation with purpose, potential and a strong sense of place — and will play a defining part in shaping its future.



Grease
Photo: Tommy Ga-Ken Wan

KEY RESPONSIBILITIES

LEADERSHIP

- Provide clear, values-led leadership across the Theatre.
- Foster a supportive culture where people are empowered to do their best work.
- Model fairness, openness and care in all interactions.

STRATEGY, PLANNING & DELIVERY

- Lead the development and delivery of the Theatre's strategic plan with the Board and senior team.
- Ensure plans are achievable and aligned with the Theatre's purpose, vision and mission.
- Translate strategy into clear organisational priorities.

FINANCIAL & COMMERCIAL STEWARDSHIP

- Hold overall accountability for the Theatre's financial health.
- Strengthen and diversify income across box office, commercial activity, philanthropy and public funding.
- Develop commercial partnerships and future-life opportunities for productions.
- Oversee effective management of the Theatre's campus and physical resources.

PEOPLE, ORGANISATION & CULTURE

- Lead and support the senior team, ensuring clarity of roles and strong cross-team collaboration.
- Embed a culture that values learning, fairness and wellbeing.
- Ensure the organisation has the structure, policies and systems it needs to thrive.



ARTISTIC PARTNERSHIP & PROGRAMME SUPPORT

- Work closely with the Artistic Director to support the development and delivery of a bold, high-quality programme.
- Ensure an artistic vision which is backed by clear processes and the right resources.
- Encourage creative collaboration across the organisation.

EXTERNAL RELATIONS & ADVOCACY

- Act as a confident ambassador for Pitlochry Festival Theatre at local, national and international levels.
- Build productive relationships with funders, partners, donors, government and industry bodies.
- Strengthen the Theatre's profile and reputation.

GOVERNANCE & ACCOUNTABILITY

- Work with the Board to ensure strong governance and good organisational decision-making.
- Ensure the Theatre meets its legal, financial and ethical responsibilities.
- Provide clear and timely information to support Board oversight.



PERSON SPECIFICATION

EXPERIENCE & BACKGROUND

We are looking for someone who has:

- led a complex organisation or significant organisational function, with clear evidence of strong, people-centred leadership within a relevant organisation, ideally a producing theatre.
- experience of working with or reporting to a Board, with understanding of good governance.
- managed significant budgets and demonstrated sound financial judgement.
- experience of growing income, whether through commercial activity, partnerships, fundraising or new ventures.
- worked with senior creative, operational and commercial colleagues to deliver shared aims.
- experience of working with artists and creative teams.
- experience of leading teams through change, development or growth.
- built productive partnerships with external organisations, funders, public bodies or stakeholders.
- experience of working in an organisation with a public profile or civic role.
- genuine passion for the work of Pitlochry Festival Theatre and a commitment to producing world-class theatre.

The Chief Executive will bring:

- clear, calm and thoughtful leadership.
- strong communication skills, including the ability to listen well and speak with clarity.
- confidence in decision-making and the ability to balance ambition with sound judgement.
- the ability to manage complexity and prioritise well in a busy environment.
- financial awareness and the ability to understand drivers of income and cost.
- the ability to build trust quickly, internally and externally.
- strength in relationship-building, partnership working and representing an organisation with warmth and confidence.
- the ability to support, challenge and develop senior colleagues.

PERSONAL QUALITIES

We are looking for someone who is:

- values-led, grounded and authentic.
- collaborative, open and respectful in how they work with others.
- committed to nurturing a positive culture where people feel supported and able to thrive.
- motivated by public benefit, community impact and the power of creativity.
- comfortable working in a rural setting and representing an organisation rooted in its place.
- adaptable, curious and ready to learn.
- resilient and steady under pressure, with the ability to hold both detail and long-term vision.
- be comfortable in the spotlight, and bring a sense of mission that resonates through every decision they make.

CONNECTION

The Chief Executive will:

- believe in our purpose: to improve lives by sharing Pitlochry with the world and the world with Pitlochry.
- share our values: creative, respectful, empowering and collaborative.
- embrace our personality: authentic, inclusive and passionate about the role creativity plays in people's lives.
- feel a connection to our mission to create life-changing experiences for our communities.



This is a Gift
Photo: Tommy Ga-Ken Wan

TERMS & CONDITIONS

JOB TITLE

Chief Executive Officer

CONTRACT

Full-time, permanent

SALARY

£100,000

LOCATION

Pitlochry, Highland Perthshire. Regular presence on site is essential.

HOURS

This is a senior leadership role. Evening and weekend work will be required at times, including attendance at performances and events.

REPORTING

The Chief Executive reports to the Board of Trustees.

DIRECT REPORTS

- Artistic Director
- Director of Finance & Operations
- Director of Development

PENSION

The Theatre operates a workplace pension scheme. Employer and employee contributions apply.

ANNUAL LEAVE

31 days plus public holidays.

PROBATION PERIOD

Six months.

NOTICE PERIOD

Six months following successful completion of probation (one month during probation).

RIGHT TO WORK

The successful candidate must have the right to work in the UK.

RELOCATION

Support with relocation costs may be available.

START DATE

To be agreed with the successful candidate.



HOW TO APPLY

Pitlochry Festival Theatre is partnering with executive search consultant Todd Heppenstall on this appointment.

To apply for the role of Chief Executive at Pitlochry Festival Theatre, please submit:

- Your CV, highlighting relevant experience.
- A supporting statement (up to two pages) outlining why you are interested in the role, how your experience aligns with the requirements, and what you would bring to the Theatre.

Applications should be sent to **todd@th-consulting.uk**. All applications will be acknowledged.

If you wish to discuss the role before you apply, please email **todd@th-consulting.uk** to arrange an informal conversation.

Deadline for applications: **Friday 16 January 2026**

First round interviews: **Thursday 19 February 2026**

Second round interviews: **Thursday 12 March 2026**

Pitlochry Festival Theatre welcomes applications from everyone. If you need any adjustments to the application or interview process, please let us know when applying.

Pitlochry Festival Theatre is a Company Limited by Guarantee and registered in Scotland Number SC029243.
Scottish Charity Number SC013055.

Thanks to:



ALBA | CHRUTHACHAIL



The Sound of Music
Photo: Tommy Ga-Ken Wan