

Head of Communications Candidate Pack



A theatre for everyone
birmingham-rep.co.uk

the
Rep



Welcome

Established in 1913, The Rep has an unparalleled history as a pioneering repertory theatre and the launch-pad for some of the most exciting talent in UK theatre both past and present. Today it is a producing powerhouse with three auditoria - The House, 816 seats; The Studio, 292 seats; The Door, 133 seats - as well as extensive on-site production facilities: set building, scenic art, wardrobe, props workshop, lighting, sound/AV, stage and stage management.

Producing theatre is the core of The Rep's mission and it creates up to ten productions a year of varying sizes across its stages. Many are made in co-production with other theatres and commercial producers and all Rep-led productions are built in house. Alongside in house productions, the theatre presents a programme of visiting productions. The theatre also has an impressive creative learning and talent development programme delivering opportunities for thousands of young people every year.

Under the Artistic Direction of Joe Murphy, The Rep creates artistically ambitious, world-class theatre for everyone. It commissions and produces new work that is proudly made in Birmingham, and which lies at the core of the theatre's programme. Over the last 15 years the company has produced more than 130 new plays.

Being Our Head of Communications

This role is responsible for leading The Rep's press, PR and communications activity, developing and delivering creative, high-impact campaigns that raise the profile of productions, projects and the organisation locally, nationally and internationally. Working across media relations, social media, content creation and brand development, the postholder will secure extensive coverage, manage key stakeholder and press relationships, oversee VIP and press events, and help drive audience engagement, ticket sales and organisational objectives. The role also plays a key part in shaping and communicating The Rep's brand, championing its artistic vision, and developing inclusive communications and community partnerships that broaden participation and strengthen relationships with under-represented audiences across Birmingham and beyond.

We are looking for an experienced and creative communications professional with a proven track record of delivering high-impact PR, media and marketing campaigns within the cultural, arts or entertainment sector. You will be an exceptional communicator with strong media contacts, excellent digital and social media expertise, and the ability to craft compelling stories that engage diverse audiences and enhance brand reputation. Highly organised and resilient, you will thrive in a fast-paced environment, managing multiple priorities while building effective relationships with journalists, stakeholders and colleagues at all levels. You will bring experience of using communications to drive audience growth, sales and engagement, along with a genuine commitment to diversity, inclusion and representation, and a passion for connecting with Birmingham's communities and cultural landscape.



Your responsibilities will include;

- Plan and deliver target-driven national and regional media campaigns for all our major productions, adopting a 'no stone left unturned' approach to generating the widest possible coverage for each production/project.
- Deliver organisational PR that profiles The Rep as an ambitious theatre that is national and international in its reputation and reach, whilst being rooted in its city locality.
- Manage the Press Office function – responding to media requests for information and acting as an effective interface between artists, creatives and media.
- As part of a cross-organisation team, lead on the successful delivery of all Rep Press & VIP Nights.
- Lead on The Rep's organic strategy and delivery for all Social Media channels, keeping abreast of trends and best practice.
- Profile and promote the work of The Rep through developing contacts with stakeholder groups, ensuring you are a valuable, visible, advocate.
- Build and sustain excellent relationships with journalists, influencers and broadcasters across the West Midlands and National theatre/entertainment outlets.
- Develop direct 'on the ground' working relationships with community leaders from under-represented communities.
- Seek and leverage opportunities across the City to raise the profile of The Rep within under-represented communities.

If this could be you and you would like further information about the role, further details are in the [Job Profile](#).



*Top: The Battle, 2026 Photograph credit: Helen Murray
Bottom: Little Red Riding Hood, 2023 Photograph credit: Graeme Braidwood*

GDPR personal data notice

By applying, you consent to the secure processing of your personal data for recruitment purposes, in line with GDPR. We will store your information securely and used solely for evaluating your suitability for current and future roles. For full details, please see The Rep's Privacy Policy on our website.

Diversity Monitoring

Our ultimate aim is to have diversity of all kinds in every layer of the organisation and to help us keep track of our progress, we kindly ask you to answer Equality and Diversity questions alongside your application. Your responses will not be shared with the recruiting managers.

Safeguarding

The Rep is committed to safeguarding and promoting the welfare of children, young people, and adults at risk. We foster a culture where all staff and volunteers are expected to report concerns regarding vulnerable individuals or the conduct of colleagues and others they encounter. As part of our safer recruitment practices, the suitability of all prospective employees and volunteers is thoroughly assessed. Roles involving regulated activity will require an Enhanced DBS check.

Due diligence

Due diligence will be carried out as part of the application process, which may include searches carried out via internet search engines and any public social media accounts.





Your Birmingham Rep

The Rep is a Disability Confident Employer and we participate in the 'Offer an Interview' scheme. This means we will offer an interview to anyone who is D/deaf or has a disability for the post who meets the minimum criteria.

By 'minimum criteria' we mean that you must provide us with evidence in your application form which demonstrates that you generally meet the level of competence required for each competence (or could with reasonable support), as well as meeting any of the qualifications, skills or experience defined as essential in the person specification. If you would like to apply under this scheme please select this option on our application portal.



Top: *A Thousand Splendid Suns*, 2025 Photograph credit: Ellie Kurttz

Bottom: *Sherlock Holmes and the 12 Days of Christmas*, 2025 Photograph credit: Pete Le May



There's no such thing as perfection

At the Rep we don't expect or look for the 'perfect candidate', instead we look for people who can positively contribute to our team. In return you will be given support, encouragement and all the right conditions to grow, succeed and be your best. We are committed to creating an inclusive workplace where difference is a strength and every unique voice and skill is recognised and valued.

For us, recruitment is more than a match against a job description, it's about feeling excited to come to work every day and being proud of who you work with and for. We believe The Rep is for everyone, so however you identify, whatever your background, if you feel excited about this role then we urge you to please apply.

It's important to us that The Rep reflects the communities we serve and therefore we particularly welcome applicants from the global majority and D/deaf & disabled communities as these groups are not as well represented as we want them to be. We have experience in supporting individuals to Access to Work requests and encourage any and all staff who may benefit from the scheme to use it. We will always try to make the adjustments needed so that you can perform to the best of your ability and professionally thrive in a supportive and engaging environment. We want our Rep to be culturally informed and accessible to all, so we encourage you to celebrate and share your own cultural experience and knowledge of our city proudly in your application.