

## Relationship Manager – Theatre, Performing Arts and Touring

## Role Description

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| Salary grade: |  | D |
| Reference number: |  | RMTPAT |
| Team: |  | Arts |
| Reporting to: |  | Head of Theatre, Performing Arts and Touring |
| Line managing: |  | No line management responsibility  |
| Location: |  | This role can be based at any one of the Arts Council of Wales offices in Cardiff, Colwyn Bay or Carmarthen |
| Travel: |  | Frequent |

### The Arts Council of Wales

Arts Council of Wales is an independent charity, established by Royal Charter in 1994. It is a Welsh Government Sponsored Body whose members are appointed by the Welsh Government.

The Welsh Government provides the majority of our funding. We also distribute funding from the National Lottery and raise additional money for the arts where we can from a variety of public and private sector sources.

We’re ambitious for the arts in Wales. Our vision is of a creative Wales where the arts are central to the life and well-being of the nation, making our country an exciting and vibrant place to live, work and visit. The success of our vision depends on the imagination and creativity of our artists, the quality of their work and the efforts that are made to reach out to and inspire audiences. We work to create the environment in which ambitious, enterprising artists can grow and flourish, whereas many people as possible enjoy and take part in the arts.

### Our values

As a public body we’re expected to uphold the highest standards of accountability and openness. We also value creativity and innovation. Our staff often work together in groups and teams to achieve our programmes of work. We place particular emphasis on flexible, collaborative working and support our staff to nurture and develop these skills.

### About this role

The Relationship Manager for Theatre, Performing Arts and Touring is a dynamic, sector-facing role for a passionate advocate who will become a recognised and trusted presence within Wales’s diverse theatre and performing arts ecosystem. You will be the vital connector who strengthens relationships across all theatrical and performing arts communities, ensuring that Welsh theatre voices are heard, celebrated, and supported at every level.

As an energetic champion for Welsh theatre and performing arts, you will work as part of a specialist theatre team alongside the Head of Theatre, Performing Arts and Touring, sharing responsibility and knowledge across traditional drama, contemporary theatre, experimental performance, and emerging forms. Together, you will build meaningful connections with artists, organisations, venues, touring companies, and community groups throughout Wales. Your visible presence at theatre events will be essential to implementing the Head of Theatre's strategic vision through authentic, sustained engagement with the sector, particularly in delivering the recommendations of the 2025 English Language Theatre Review. You will work closely with Business Enabler colleagues to support the theatre organisations and practitioners we invest in.

Throughout all aspects of this role, you will consistently integrate the Arts Council's key cross-cutting themes: Welsh Language development, Diversity and Inclusion, and Climate Justice. Underpinned by the Wellbeing of Future Generations Act, and aligning with Welsh Government priorities, you will take a long-term, collaborative approach that considers the cultural, social, economic, and environmental well-being of Wales’s theatre and performing arts communities.

### Principal responsibilities

As part of your role, you will:

* Build and maintain strategic relationships across Wales’s diverse theatre and performing arts communities
* Support the Head of Theatre, Performing Arts and Touring in implementing sector development strategies, including English Language Theatre Review recommendations
* Help to coach and mentor the team enabler
* Serve as primary contact point for theatre makers, performers, MYFOs and performing arts organisations
* Advocate for Welsh theatre and performing arts at key sector events and festivals
* Facilitate connections between theatre practitioners, touring networks, venues, and broader infrastructure such as education
* Monitor and report on theatre sector developments and emerging opportunities, particularly in touring and production
* Support theatre organisations and practitioners in accessing Arts Council funds and services
* Contribute to theatre policy development through sector intelligence and feedback
* Foster inclusive practices within Wales’s theatre and performing arts communities
* Champion diversity across all theatrical forms and cultural traditions

#### Relationship Building & Sector Engagement

* Develop and maintain comprehensive networks across Wales’s theatre and performing arts sector
* Build trust-based relationships with theatre makers, playwrights, directors, producers, performers, and organisations
* Facilitate introductions and connections within and beyond the theatre sector, including touring networks
* Attend theatre productions, festivals, showcases, and industry events to maintain sector presence
* Support theatre practitioners in navigating and improving Arts Council services and opportunities
* Strengthen connections between major producing houses and independent theatre makers

#### Theatre Sector Development

* Work with the Head of Theatre, Performing Arts and Touring to identify sector development opportunities and implement English Language Theatre Review recommendations
* Support implementation of theatre-specific policies and initiatives, including touring frameworks
* Gather and share intelligence on emerging trends and challenges in theatre production and touring
* Facilitate peer-to-peer learning and collaboration within theatre communities
* Assist in identifying infrastructure gaps and development opportunities across Wales

#### Advocacy & Representation

* Represent Arts Council interests at theatre sector events, festivals, and industry meetings
* Champion Welsh theatre from traditional drama to experimental performance practices
* Advocate for diverse theatrical voices and underrepresented communities
* Support the Head of Theatre, Performing Arts and Touring in external representation activities, including Edinburgh Fringe strategic evaluation
* Promote Arts Council theatre programmes and opportunities
* Facilitate pan-Wales networking events for global majority communities and theatre practitioners

#### Quality & Impact Monitoring

* Monitor artistic quality and impact of theatre activities and touring across Wales
* Conduct site visits and attend performances to assess MYFO and lottery supported work
* Provide specialist theatre knowledge to inform Arts Council decision-making
* Contribute to theatre sector analysis and reporting
* Support evaluation of theatre programmes and touring initiatives
* Track developments in accessible theatre formats for diverse audiences

#### Partnership Development

* Develop strategic partnerships with theatre education providers
* Build relationships with theatre venues, festivals, touring companies, and promoters
* Connect with theatre development agencies, co-producers, and funding bodies
* Foster relationships with UK and international theatre networks and festival partners
* Support collaborative projects between theatre organisations and cross-border partnerships
* Strengthen connections with educational institutions including RWCMD, universities, NYAW, and URDD

#### Key Relationships

* Support the Head of Theatre, Performing Arts and Touring and Arts team colleagues
* Advise theatre makers, playwrights, directors, producers, and creative practitioners
* Advise theatre organisations including venues, producing houses, touring companies, and festivals throughout Wales
* Advise independent theatre makers and performance artists
* Advise theatre education providers and community groups
* Understanding of local authority arts and cultural services
* Foster peer to peer connections with UK and international theatre networks, festival partners, and cultural institutions, National organisations including National Youth Arts Wales and URDD

Corporate compliance – adheres to those policies that protect the Arts Council and its staff against potential exposure to reportable risks and incidents. These include Anti-Fraud, General Data Protection Regulations, Welsh Language Standards, Wellbeing of Future Generations and Cyber Security/ICT use. (Staff responsibilities are defined in the relevant Arts Council policies.)

Additional duties – any reasonable duties consistent with the above.

### Knowledge, experience and attributes

We want to attract to our organisation people who have an interest in the arts, a commitment to the principles of open and accountable public service, and the flair to work with a diverse range of customers. We believe in setting the highest standards in all aspects of our work. Every member of staff is therefore an ambassador for the company, and we expect everyone to respect and uphold our reputation.

We aspire to be an innovative, forward-looking organisation. We look to our staff to work collaboratively with each other to ensure that we’re efficient, effective and useful.

We take for granted that our staff will be competent in their management of routine administration and that they’ll have developed good organisational skills. So, we’re particularly interested in staff who have the ability to work imaginatively and flexibly to tackle the challenges that they’ll face – staff who have the initiative and drive to thrive in a busy work environment and who derive satisfaction from achieving ambitious and stretching targets.

In addition, this role requires the following specific knowledge, experience and attributes. Applicants will be assessed against the essential and desirable criteria set out below:

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|  | Essential | Desirable |
| Qualifications | * Theatre/performing arts related degree and/or significant professional experience in the theatre sector
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| Knowledge | * Strong knowledge of Wales’s theatre and performing arts sector across multiple forms and scales
* Understanding of contemporary theatre practice, touring models, and cultural contexts
* Knowledge of equalities issues and their application to theatre development
* Understanding of the challenges facing theatre practitioners and touring in Wales
* Awareness of the 2025 English Language Theatre Review and its recommendations
 | * UK and international theatre sector knowledge and networks
* Understanding of theatre education and community development
* Knowledge of touring frameworks and venue management
* Familiarity with Edinburgh Fringe Festival ecosystem
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| Skills  | * Excellent relationship building and networking abilities
* Strong communication and advocacy skills
* Ability to work across diverse theatrical forms and communities
* Strong IT and administrative skills
* Cultural sensitivity and inclusive practice skills
 | * Project coordination experience
* Event planning and management skills
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| Experience | * Active experience working within Wales’s theatre or performing arts sector
* Experience building professional networks and partnerships
* Experience supporting artists or arts organisations
* Experience working with diverse communities and cultural practices
 | * Experience working across multiple theatrical forms and scales
* Experience in public or charitable sector theatre development
* Experience with UK and international cultural exchange programmes
* Experience with theatre production, touring, or festival programming
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| Attributes | * Passion for theatre and performing arts across all forms and traditions
* Outcome-focused with ability to work independently
* Strong interpersonal skills and emotional intelligence
* Commitment to diversity, inclusion, and cultural equity
* Flexibility and adaptability in a changing sector environment
* Ability and willingness to travel frequently throughout Wales and beyond
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| Welsh language | * Everyone’s story with the language is different and we recognise that levels of ability and confidence vary from person to person. We are looking for an individual who understands the culture of the country; the varied relationship of the people of Wales with the Welsh language and who is committed to developing innovative use of the Welsh language both linguistically and culturally within the Arts Council and the wider sector. Learning Welsh language skills will be necessary when appointed. We will ensure you receive relevant support to increase or learn Welsh language skills
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