

Appetite Director Information Pack

*Ancient Giants
The Big Feast (2025)
Photo by Jenny Harper Photography*



NEW VIC

Appetite Consortium



Partners In Creative Learning
Stoke On Trent & North Staffordshire Cultural Education Partnership



University of
Staffordshire



KIDSGROVE
Town Centre Community
Interest Company

Keele
UNIVERSITY



NEWCASTLE
UNDER LYME
BUSINESS IMPROVEMENT DISTRICT



Barrière by Sur Mesure - The Big Feast (2025). Photo by Jenny Harper Photography



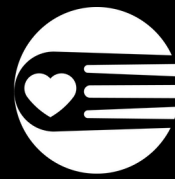
Parade - The Giant Wheel by Autin Dance (2024)

Thank you for your interest in the post of Appetite Director at the New Vic Theatre.

We are looking for someone to lead on strategy and delivery for Appetite, an Arts Council England Creative People and Places programme. Appetite is an innovative model that empowers residents of Stoke-on-Trent and Newcastle-under-Lyme to shape the programming that takes place in their streets, parks and where they hope to bring people together and ideas to life. Appetite is led by the New Vic Theatre and our Appetite Director will join the New Vic Theatre Senior Leadership Team and contribute to overall strategy for both the Appetite programme and the theatre.

Our ideal candidate will be someone with experience of programming performance or other artistic works, developing and sustaining arts initiatives and engaging communities.

Deadline for applications: 12 noon on Monday 17 November 2025.



appetite

About Appetite

Appetite is part of Arts Council England's Creative People and Places programme, which aims to increase engagement in the arts in areas where participation has traditionally been lower. Based in Stoke-on-Trent and Newcastle-under-Lyme, Appetite is led by the New Vic Theatre in partnership with local organisations Partners in Creative Learning, 6Towns Radio, University of Staffordshire, Go Kidsgrove, Keele University, and Newcastle-under-Lyme Business Improvement District.

Since its launch in 2013, Appetite has developed a reputation as a flagship programme with an international reputation, delivering a wide range of artistic projects designed to inspire and involve local communities. Highlights include large-scale outdoor events like circus spectacles, immersive art installations, and transforming everyday spaces like empty shops into creative hubs. Activities aim to make art accessible and a vibrant part of daily life in the region.

The programme empowers local residents by involving them in decision-making and creating opportunities for volunteering. It also works to build long-term relationships with arts partners, supporting local artists and organisations while fostering social and economic benefits for the area. Appetite's innovative approach and community focus have made it a key contributor to the cultural and social vitality of Stoke-on-Trent and Newcastle-under-Lyme.



A Magical Middleport Winter (2024). Photo by Andrew Billington.

Programme Funders



Consortium

NEW VIC



Partners In Creative Learning
Stoke On Trent & North Staffordshire Cultural Education Partnership



NEW VIC THEATRE

“Staffordshire’s New Vic proves what a regional theatre with ambition and imagination can do.”

The Guardian

The New Vic is unique. The first purpose-built theatre-in-the-round in Europe and a ground-breaker in the integration of professional theatre-work with an extensive community and education programme, we make theatre that is valued by local audiences and recognised nationally and internationally.

We believe in the power of theatre to change lives. We also believe that everyone should have access to great theatre and on average 180,000 people visit the New Vic each year.

The New Vic has forged a national reputation for producing first class theatre. We have a full in-house creative team, including costume, scenic workshops, lighting, sound and design.

Our extensive community and education programmes reach over 25,000 people annually, with award-winning New Vic Borderlines, and New Vic Education departments ensuring we are key to the cultural life of the region. Alongside this the theatre leads Appetite, an Arts Council England Creative People & Places programme, to engage more people in Stoke-on-Trent and North Staffordshire in the arts.

The New Vic is a registered charity with a turnover of £5 million and operates thanks to a unique partnership between Arts Council England, Newcastle-under-Lyme Borough Council and Staffordshire County Council.



Astley’s Astounding Adventures (New Vic production)

Appetite Director

Contract

This post of Appetite Director is offered on a full-time, permanent contract of 40 hours per week. However, the option to work flexibly between 30-40 hours will be considered, depending on the candidate and agreement about job description priorities.

Salary

The salary for the post at 40 hours is £48,743-£50,000 per annum. The salary will be pro rata if less than 40 hours per week.

Work Location

The role requires a deep commitment to being rooted in, and actively engaged with, the communities of Stoke-on-Trent and Newcastle-under-Lyme.

Hours of work

Hours are to be worked flexibly on the understanding that the delivery of projects will require evening and weekend working. All New Vic employees are expected to work some evenings and Saturdays if required. Any hours in addition to your normal hours are to be agreed in advance with your manager.

In certain circumstances you may be asked to work on Sundays and Bank Holidays.

Holiday Entitlement

This holiday entitlement for this post is 25 days plus bank holidays. The holiday year runs from 1 April to 31 March.

Probationary & Notice Period

The probationary period for this post is six months. The notice period during the probationary period is four weeks. Following successful completion of the probationary period the notice period is 12 weeks.

General

All eligible staff are automatically opted in for the New Vic's basic pension scheme under auto enrolment legislation. All offers of employment are subject to the candidate being able to provide suitable proof of their eligibility to work in the UK, references, and an enhanced DBS check.

Appetite Director Job Description

Reports to: Artistic Director/Managing Director, New Vic Theatre

Responsible for: Appetite Project Team and Freelance staff.

Principle purpose

To lead on strategy and delivery for Appetite, an Arts Council England Creative People and Places programme rooted in Stoke-on-Trent and Newcastle-under-Lyme. Appetite is an innovative model that empowers local residents to shape the creative activities they want to see in their communities and brings those ideas to life, celebrating our local unique identity, pride and creativity.

Overview

- Lead the Appetite team to meet the aims and objectives of the Creative People and Places programme for Stoke-on-Trent and Newcastle-under-Lyme
- Lead on artistic programming and community decision-making that reflects local voices, stories and aspirations
- Develop and implement strategic and project plans that respond to the character, challenges and opportunities of the local area
- Oversee the effective management of resources, including budget setting and income generation, to deliver programme objectives
- Lead on partnerships and stakeholder relationships, championing the role of arts and culture in place-making for Stoke-on-Trent and Newcastle-under-Lyme
- Lead on action research and sharing learning that contributes to national thinking

Lead on artistic programming and community decision-making

- Programme in partnership with local people
- Lead on community decision-making alongside the Appetite Supper Club of community curators
- Ensure artistic quality across the reach of the programme
- Develop artistic briefs for open and inclusive artistic programming
- Manage the programming budget
- Build and sustain local, national, and international partnerships
- Liaise with artists to deliver programme objectives

Act as Lead Officer and overall Director for Appetite, the Creative People and Places programme for Stoke-on-Trent and Newcastle-under-Lyme:

- Lead the Appetite programme staff and freelance team members
- Provide regular updates on programme progress to the New Vic leadership, Consortium and Board sub-group and New Vic Board
- Lead the delivery of community decision-making through the governance structure for Appetite
- Act as the representative for the Appetite Consortium in CPP consortia peer groups and other forums
- Ensure timely delivery of reports to funders and maintain accountability, supported by the General Manager
- Act as an outward face and spokesperson for Appetite on behalf of the Lead Organisation and Consortium

Develop and implement strategic and project plans

- Lead strategic planning focused on arts delivery, partnerships, engagement, and audience development
- Launch and oversee new projects and initiatives

Oversee the effective management of resources, including budget setting and income generation, to deliver programme objectives

- Take overall responsibility for the Appetite project budget, ensuring the programme meets its financial targets and responsibilities
- Meet the income targets agreed for the project during the life of the current business plan and beyond
- Engage funding partners and work with the Appetite General Manager to initiate new funding streams, including sponsorships
- Attract partnership funding through joint bids and initiatives
- Work with the Appetite General Manager to ensure regular reporting on project finances to the New Vic Managing Director and the Consortium

Lead on partnerships and stakeholder relationships

- Develop and maintain partnerships and stakeholder relationships
- Lead partnership projects for key stakeholders, including the Lead Organisation, where they meet Appetite ambitions and generate programme income
- Act as the key contact for CPP programme funder Arts Council England

Lead on Action Research and Sharing Learning

- Oversee, and develop where necessary, monitoring and evaluation systems, supported by the General Manager
- Ensure that project learning is shared with the wider arts community
- Participate in the CPP Peer Network and other peer learning forums

General

- Ensure Appetite activities work towards delivery of Arts Council England 'Let's Create' strategy objectives
- Undertake training as appropriate
- Actively participate in self-evaluation and appraisal
- Advocate for and champion Appetite and the New Vic at events, conferences and similar
- Work within New Vic's established policies and practices including: equal opportunity, artistic, and social policies
- Carry out any other specific tasks as may be reasonably required by the New Vic Artistic Director or Managing Director

Person Specification

These are the qualities we are looking for in our Appetite Director.

Essential Criteria

Experience

- Programming performance or other artistic works in a variety of settings at a variety of scales
- Developing and sustaining arts initiatives and programmes that deliver artistic excellence
- Track record of engaging communities as decision-makers and leaders in creative projects
- Experience of working in areas of low arts engagement with diverse communities
- Managing project budgets and resources
- Leadership, managing and developing staff
- Engaging the public and stakeholders in projects from planning to delivery
- Experience of income generation and securing partnership support
- Experience of monitoring and evaluation
- Representing your organisation or project professionally at every level

Knowledge and Skills

- Ability to develop and sustain a range of partnerships and networks, including artistic development
- Ability to manage multiple projects with a common goal
- An understanding of audience development and innovative approaches to communications and marketing
- Excellent communication skills, both oral and written

Personal Attributes

- A deep commitment to being rooted in, and actively engaged with, the communities of Stoke-on-Trent and Newcastle-under-Lyme
- Ability to plan and organise own workload, meet deadlines and work under pressure on own initiative
- Accessible and supportive to a wide range of production staff, artists and communities
- An understanding of, and commitment to, diversity and inclusion
- A passion for a wide variety of performance and creative practice
- Understands the public sector and the particular responsibilities of dealing with public subsidy

Desirable Criteria

Experience

- Arts project management with budget of £100,000 or over
- Experience of work with national and international artists
- Experience of working on consortium-led arts projects
- Knowledge of outdoor arts programming and delivery

Knowledge and Skills

- Knowledge of the Stoke-on-Trent and North Staffordshire area
- Knowledge of the national and international arts scene
- Confidence in the use of digital technology
- An understanding of the concept of action research

The Company of Wolves
(New Vic production)



Reviews for New Vic Theatre work

“a tasty gem of a production”

The British Theatre Guide on *Big Big Sky* (2025)

“A nostalgic glimpse into Stoke’s history and culture”

A View to a Kiln on *Whatever Happened To Phoebe Salt* (2025)

“visually impressive and directed with verve”

The Stage on *A Matter of Life and Death* (2025)

“A dark and dynamic production, ravishing in both senses”

The Guardian on *The Company of Wolves* (2024)

Audience Comments for Appetite

“A totally wonderful event, the quality of artists and performers were incredible, what a brilliant thing for Stoke.”

The Big Feast (2025)

“Great showcase of the diversity in the area, excellent performances. thank you.”

Sensasian (2025)

“This event was incredible. So informative and a really fun day.”

A Canalside Arcana (2025)

“I absolutely love Appetite’s events - I’ve been to a handful over the years but always find them to be both really wholesome and inclusive whilst also boundary pushing and having a sense of urgency about them which is really exciting. And the art is always high quality.”

Art Slam (2025)

Applying

Appetite and the New Vic aim to attract, develop and retain the best talent for all roles and will always appoint based on merit. We consider that diversity is good for the art we make, good for artists, good for audiences, and good for the cultural sector.

We are an equal opportunities employer. We value diversity in our workforce and positively encourage applicants from all sections of the community, particularly applicants under-represented across the arts workforce, especially applicants with a disability, applicants who are LGBTQIA+ or applicants of African or Caribbean heritage, South, East and South-East Asian heritage or anyone who experiences racism.

How to apply

Please forward your CV and a covering letter giving an outline of why you think you would be suitable for this role and how your skills match the person specification to recruitment@newvictheatre.org.uk using the subject line Appetite Director, or post them to Administration Department, New Vic Theatre, Etruria Road, Newcastle-under-Lyme, Staffordshire ST5 0JG.

The deadline for applications is 12 noon on Monday 17 November 2025.

We want to make sure that our application process is accessible to everyone, so please do tell us if you need any of this information in another format (e.g. large print, audio).



We appreciate the time and effort it takes to apply for a role, so we will contact you whether you are successful or not at every stage of the process.



New Vic Theatre , Etruria Road, Newcastle-under-Lyme, Staffordshire, ST5 0JG. Stoke-on-Trent & North Staffordshire Theatre Trust Ltd. Company registration number: 911924. Charity registration number: 253242. The New Vic Theatre operates thanks to partnership between Arts Council England, Newcastle-Under-Lyme Borough Council and Staffordshire County Council.