

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





*Parade - The Giant Wheel by Autin Dance (2024)
Photo by Jenny Harper*

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

Appetite's aim is to get more people to engage with and be inspired by the arts. Participation, partnership, and high quality arts experiences are central to our model.

Our Appetite Director will oversee all aspects of the programme including planning, producing and leading the staff team. They will join the New Vic Theatre Leadership Team and contribute to overall strategy for both the Appetite programme and for the theatre.

Our ideal candidate will be an ambitious creative producer who is looking for a leadership role. Someone who has experience of programming and producing and is excited by the idea of working closely with our local communities.

Deadline for applications: 12 noon on 30 January 2026.



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.

Working across Stoke-on-Trent and Newcastle-under-Lyme, Appetite is led by the New Vic Theatre in partnership with a consortium of local organisations - Partners in Creative Learning, 6Towns Radio, University of Staffordshire, Go Kidsgrove, Keele University, and Newcastle-under-Lyme Business Improvement District.

Appetite is a small staff team, all based at the New Vic, led by the Director with support from the Appetite General Manager.

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



Supported using public funding by
**ARTS COUNCIL
ENGLAND**

Consortium

NEW VIC



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



University of
Staffordshire



KIDSGROVE
Town Centre Community
Interest Company



**NEWCASTLE
UNDER LYME**
Business Improvement District

The programme

Since its launch in 2013, Appetite has developed a wide range of artistic projects - including large scale outdoor circus spectacles; immersive art installations; a large-scale light night; empty shops transformed into creative hubs; open air galleries.

Volunteers are key to the programme, and so are our delivery partners, who currently include Business Improvement District, Canal and River Trust, Middleport Matters.

The current programme includes:

Supper Club

Local residents work year-round in collaboration with the Appetite team to curate, plan and produce the programme, putting community decision-making at the heart of our work.

The Big Feast

A two-day summer festival on the streets of Stoke-on-Trent, bringing national and international artists and arts organizations to our streets, parks and shopping centres.

Sensasian

A celebration of South Asian Heritage which takes over the New Vic building every year

Light Up Winter

Light events taking place in three of our local towns



Appetite Supper Club

New Vic information

“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 employment details

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 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: Reports to: Joint Chief Executive, New Vic Theatre.

Responsible for: Appetite Project Team and Freelance staff.

Principle purpose

Lead on strategy and delivery to meet the aims and objectives of the Creative People and Places programme for Stoke-on-Trent and Newcastle-under-Lyme.

As Lead Officer and overall Director:

- Lead the programme staff and freelance team members
- Provide regular updates on programme progress to the New Vic leadership, Consortium, Board sub-group and New Vic Board
- Supported by the Appetite General Manager, ensure timely delivery of reports to funders and maintain accountability,
- Act as an outward face and spokesperson for Appetite

Lead on artistic programming and community decision-making

- Lead on community decision-making alongside the Appetite Supper Club of community curators
- Programme in partnership with local people
- 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

Oversee the effective management of resources to deliver programme objectives:

- Take overall leadership of the Appetite budget (£450,000)
- Supported by the Appetite General Manager, ensure that the programme meets its financial targets and responsibilities
- Meet the income targets agreed for the project
- Work with the Appetite General Manager to initiate new funding streams, including sponsorship
- 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

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

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
- Act as the key contact for CPP programme funder Arts Council England

Lead on Action Research and Sharing Learning

- Supported by the General Manager, develop and oversee monitoring and evaluation systems
- 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



*GAIA, Luke Jerram,
Humanhood (2022)
Photo by Jenny Harper*

Person Specification

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

Essential Criteria

Experience

- Producing and programming performance or other artistic works in a variety of settings at a variety of scales
- Developing and sustaining arts programmes that deliver artistic excellence
- Engaging communities as decisionmakers
- 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
- Ability to manage multiple projects with a common goal
- 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 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 30 January 2026.**

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.



Luminarium, Architects of Air (2024)

Photo by Jenny Harper



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.