



Interim Commercial Director



School Girls; Or the African Mean Girls Play
Photo by Manuel Harlan



Accidental Death of An Anarchist
Photo by Helen Murray



Iphigenia in Splott
Photo by Jennifer McCord

We are the Lyric Hammersmith Theatre. We are the civic and creative heart of West London. We believe that everyone deserves to experience the life changing impact of theatre.

In our big, beautiful theatre, we tell stories that matter and work with exceptional talent to make ambitious, entertaining, inspiring shows for our audience in West London and beyond.

We remove barriers to engagement and ensure young people have the opportunity to discover the power of their creativity, shaping the future of British theatre.

We are inclusive, forward looking and unafraid of change – we are proud of our history and ambitious for our future. A local theatre with a national impact.

LYRIC VALUES

Work with integrity and respect

We support each other with kindness, openness and integrity. Together we celebrate our achievements and work collaboratively through our challenges.

Every day we learn and grow

We continue to ask questions, seek answers and share our learning with each other for the benefit of the Lyric.

Be ambitious and action-focused

We believe in excellence; we have a can do attitude, go the extra mile and ensure our ideas become actions.

Serve our West London community

We are here for the people of West London, every decision we make and action we take should benefit our community.

HOW TO APPLY

To apply for the post, please:

- Complete an **application form** in type or black ink. Use the Supporting Information section on the form to explain why you are interested in this role and how your experience and skills match the person specification.
- Return the **application form** by email to jobs@lyric.co.uk and complete an **online equal opportunities monitoring form**: <https://lyric.co.uk/equal-opportunities-form/>
- Do not submit CVs, as these are not accepted.

The deadline for receipt of completed applications is **10:00am Monday 28 September 2026**

First interviews will be held week commencing **05 October 2026**

If you would like to submit your application in another format or require this information pack in a different font or format, we would be happy to accommodate this. Please contact the Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk to discuss a suitable alternative. (Between 10:00am – 5:00pm, Monday- Friday)

DESCRIPTION FOR THE POST OF INTERIM COMMERCIAL DIRECTOR

Responsible to:	Executive Director/ Joint CEO
Contract:	12 month fixed term, full time contract starting ASAP. We are open to considering applications for part-time hours for this role.
Salary:	£55,000 – £58,000 per annum (pro rata)
Hours/Days:	The Lyric works to a flexible start/end of day, with the majority of the post-holder's hours expected to be worked between 9am and 7pm Monday to Friday. Due to the nature of the Lyric's work the post-holder may be required to do some evening and weekend work to fulfil the requirements of the role. The Lyric has a House Agreement that details our approach to working hours for all staff.
House Agreement Type:	Office Agreement
Holiday:	30 days per annum (pro rata) including Bank Holidays
Notice period:	Three months
Probationary period:	Three months
Pension:	3% pension contribution after qualifying period

Other benefits include: Season ticket loan, Cycle to Work Scheme, Employee Assistance Programme, Work from Home Policy, Long service awards, Staff Ticket Scheme including complimentary and discounted theatre tickets, and staff catering discounts

DEPARTMENT INFORMATION

The commercial team consists of:

- Commercial Director – This Role
- Events & Hires Manager
- Hires and Bookings Assistant
- Visitor Experience Manager
- Visitor Experience Coordinator
- Bars and Catering Manager
- Casual teams of Duty Managers, Visitor Experience Assistants and Bars & Catering Staff

MAIN PURPOSE OF POSITION

Provide strategic leadership and continuity across the Lyric's commercial functions, leading delivery of the established Commercial Strategy and ensuring continued progress against agreed financial, operational and customer experience objectives.

Lead the Lyric's commercial directorate across Visitor Experience, Bars & Catering, Events & Hires and other commercial activity, ensuring these areas make the strongest possible contribution to the organisation while supporting the Lyric's artistic and charitable objectives.

PRINCIPAL DUTIES

Customer Experience

- Ensure that everyone who visits the Lyric, including audiences, young people, hirers and the general public receives an exceptional and seamless experience across all customer touchpoints.
- Provide strategic leadership of the customer experience, ensuring Visitor Experience, Bars & Catering operate as a coordinated offer.
- Work with the Visitor Experience Manager and Bars & Catering Manager to maintain high operational and customer service standards.
- Identify and develop profitable retail and merchandise opportunities, working with the Director of Communications & Sales on design, production and promotion.
- Develop catering and retail offers that meet the needs of theatre audiences while maximising income from non-theatre visitors and building tenants.
- Oversee income, expenditure, gross profit and staffing performance across Visitor Experience and Bars & Catering, working with the relevant Managers to ensure budgets and rotas balance operational requirements, service standards and cost.

- Identify opportunities to increase customer engagement and spend through retail, food and beverage, hospitality, pre-order and other appropriate offers.
- Oversee the Lyric's customer service and complaints process, working through the Visitor Experience Manager and acting as senior lead where required.
- Work with the Executive Director and Senior Management Team to ensure the Lyric's public spaces are welcoming, fit for purpose and support commercial activity.
- Explore links between the Lyric's commercial and charitable activities, including social enterprise models, apprenticeships and early employment opportunities, where they enhance the customer experience or open new income streams.
- Ensure the customer experience remains consistent with the Lyric's mission, brand and values, including its commitments to access, inclusion, sustainability and social impact.

Commercial Hires & Events

- Work with the Hires & Events Manager to deliver the strategy for commercial hires and events, maximising use and profitability of the Lyric's spaces while balancing the needs of the charity and its artistic and young people's programmes.
- Provide strategic oversight of the Lyric's rehearsal room business, maximising its income, occupancy and yield through appropriate pricing, packaging and use of space, and developing its position as a significant commercial income stream.
- Maintain and develop a balanced client portfolio, strengthening relationships with existing clients while identifying new business and reducing reliance on a small number of major customers.
- Support the diversification of hires and events opportunities, including specialist spaces, hospitality, meetings, conferences and private events.
- Maintain senior relationships with significant clients and ensure consistently high standards of service and customer care.

Desk and Office Rental

- Oversee the commercial management of office and workspace rental, maximising appropriate occupancy and net income from available spaces.
- Maintain effective relationships with existing tenants and lead on securing new occupiers as required.
- Lead on significant commercial negotiations and contractual terms relating to office and workspace occupation.

Business Development

- Oversee the effective promotion of commercial activities in conjunction with the Director of Communications & Sales.
- Work with the Executive Director and Senior Management Team to identify and develop new sources of commercial income.
- Lead on the development and negotiation of significant commercial opportunities, services and partnerships.

- Maintain and build relationships with suppliers, third-party operators and commercial partners, identifying opportunities for improved commercial terms, promotions, and branding.
- Lead or contribute to commercial procurement and tendering exercises where required.
- Negotiate relevant commercial agreements and contracts, ensuring agreed terms are appropriate and delivered.
- Contribute innovative and practical ideas to improve commercial performance and generate sustainable income.

Board and Performance Reporting

- Set appropriate qualitative and quantitative KPIs and produce regular reports on commercial performance against agreed targets.
- Report regularly to the Lyric Hammersmith Enterprises Board on financial performance, opportunities, risks and strategic progress.
- Provide reports and updates to the Lyric Charity Board as required.

Management and Reporting

- Lead the commercial functions of the Lyric and directly manage the Visitor Experience Manager, Bars & Catering Manager and Hires & Events Manager.
- Ensure effective communication and collaboration across the Commercial Directorate while maintaining clear departmental responsibilities.
- Oversee recruitment, induction, management, development and appraisal across the directorate, working through departmental Managers as appropriate.
- Act as overall budget holder for the Commercial Directorate, working with the Executive Director, Director of Finance & Resources and departmental Managers to set annual income and expenditure budgets and targets.
- Oversee departmental budget management and forecasting, ensuring Managers understand and are accountable for performance within their areas.
- Ensure income and profitability targets are, wherever possible, met or exceeded and take appropriate action where performance is behind target.
- Ensure commercial resources and expenditure are managed effectively and provide value for money.
- Regularly review relevant commercial policies and procedures and ensure commercial activities operate in accordance with the Lyric's premises licence and other applicable requirements, working with the Designated Premises Supervisor and relevant colleagues.

GENERAL DUTIES

- Regularly attend Lyric Hammersmith Theatre shows and projects including press nights, Young Lyric and development events.
- Attending internal and external meetings as required.

- To adhere to the Lyric's Equality, Diversity and Inclusion Policy, Anti-Racism Strategy, Health & Safety Policy and any other policies or plans the Lyric may introduce in the future.
- Work at all times in accordance with the Lyric's Environmental Sustainability and Action Plan and proactively develop and encourage environmentally sustainable practice.
- To take an active role in your continuing professional development, identifying relevant training and professional development opportunities
- To act always in the best interests of the Lyric Hammersmith Theatre
- To undertake any other duties as agreed with the Executive Director or Artistic Director as is appropriate to the post

This job description is a guide to the nature of the work required of this role. It is not wholly comprehensive or restrictive and may be reviewed as required.

PERSON SPECIFICATION

Essential Criteria

- Significant experience in commercial operations within a public-facing venue, including experience of customer/visitor experience, events and hires, bars and catering and/or related commercial activity.
- Proven success in delivering commercial income, profitability and growth targets across a range of activities.
- Previous experience working at a senior level within a busy public-facing organisation or venue.
- Strong commercial and financial acumen, including experience of budgeting, forecasting and analysing financial and performance information.
- An entrepreneurial and practical approach to developing commercial opportunities.
- Experience of leading high-quality customer service and customer experience.
- Track record of leading and motivating Managers and operational teams.
- Experience of developing commercial client relationships and generating new business.
- Experience of negotiating commercial agreements and working with suppliers, partners and/or third-party operators.
- Ability to get up to speed quickly and provide leadership and continuity within an established team, structure and strategy.
- Excellent communication, influencing and negotiation skills, including the ability to communicate clearly with staff, clients, senior colleagues and Boards.
- Strong numeracy, organisational and analytical skills, with the ability to manage competing priorities effectively.
- Proactive, adaptable and solutions-focused, with sound judgement and the ability to solve problems creatively.
- Confident using standard office software and venue systems to understand and manage commercial performance.
- Warm, personable and collaborative, with enthusiasm for the Lyric and the ability to represent the organisation effectively.
- A passion for theatre and the work of the Lyric.

Desirable Criteria

- Previous experience within a theatre, arts, cultural or similarly complex multi-use venue.
- Previous experience in an interim or fixed-term senior leadership role.
- Experience of commercial tendering and procurement, including working with third-party operators.
- Experience of developing a venue hire, events or rehearsal-space business.
- Experience of office or workspace rental activity.

EQUALITY & DIVERSITY

The Lyric values and promotes diversity and is committed to equality and opportunity for all. We are working actively to be an anti-racist organisation. Everyone who works with us is required to comply with and actively promote our Equality, Diversity and Inclusion Policy, and no job applicant or member of our workforce will receive less favourable treatment on the grounds of age, disability, gender, gender reassignment, marriage and civil partnerships, pregnancy and maternity, race, religious belief, sexual orientation, class or socio-economic background, trade union activity or political activity or opinion.

The Lyric Hammersmith Theatre has made a commitment that applicants with disabilities who meet the essential criteria for this job will be invited to interview. We may use positive action, in cases where candidates are equally qualified, to increase the employment of under-represented groups at the Lyric.

The Lyric Hammersmith Theatre is proud to be a Disability Confident Committed Employer and supports parents and carers working in theatre.

APPOINTMENTS

All appointments are made subject to satisfactory references, proof of eligibility to work in the UK and are subject to an enhanced or standard Disclosure and Barring Service (DBS) disclosure.

LYRIC CONTACT DETAILS

If you have any questions about this role, you can contact the Lyric's Administration & HR Team on 020 8741 6822 option 2 or jobs@lyric.co.uk. (Between 10:00am – 5:00pm, Monday-Friday)

We look forward to receiving your application.