

National Theatre



Appointment of
Chief Digital Officer
January 2025 | Ref: JBTND
Saxton Bampfylde

About the National Theatre



Our Purpose

The National Theatre (NT) makes theatre that entertains and inspires using its creativity, expertise and unique reach.

We share unforgettable stories with millions of audience members across the UK and around the world – on our own stages, on tour, in schools, on cinema screens and streaming at home.

World-leading artists make their best work at the NT with the widest possible audience and impact.

We invest in talent and innovation on stage and off. We take seriously our role as the nation's theatre. Of the new productions we develop each year with a wide range of theatre companies, a third of that R&D (Research and Development) resource is dedicated to shows staged at theatres outside London.

Through touring our work to local theatres and schools and nationwide education and community programmes, we are active in 71 of the 109 levelling up priority areas in the UK.

A registered charity with deeply embedded social purpose, the NT works with hundreds of schools and communities across the UK to spark imagination and inspire creativity, and to develop skills and pathways for careers in theatre.

Our key objectives as we look to the next five years are towards economic, environmental and social sustainability, upholding a culture that aims to take care of our people and the wider world.

Our Values

The values that guide us.

Make a positive impact, striving to make the world a better place through theatre.

Bring your passion, applying energy and expertise to achieve the highest standards.

Collaborate to create, bringing ideas to life through teamwork and forging connection.

Empower each other, working to build and uphold an inclusive and equitable culture.

Act with confidence, with the courage to make clear, intentional decisions that support our shared vision.



The Digital Department at the National Theatre produces and distributes content for a range of different channels across cinema, online, social, streaming and television.

The department currently delivers:

- The National Theatre Live cinema programme reaching over 2,500 cinemas worldwide.
- The market-leading National Theatre at Home consumer streaming platform, reaching 171 countries.
- The National Theatre Collection platform for schools, colleges, universities, and libraries. 89% of UK State Secondary schools are signed up.

The Digital department comprises:

- The Programming team who are responsible for negotiating and contracting all artists, co-producers and partners involved in digital distribution.
- The Production & Content team who are responsible for the creation and delivery of all digital content to support digital distribution.
- The NT Collection team who are responsible for curation, management and distribution to the education sector.
- The Products, Marketing and Distribution team who are responsible for B2B and B2C marketing, communications, and sales to support our cinema programme, NT Live. The NT at Home team are responsible for marketing, sales and product development for our consumer streaming platform, NT at Home.

Contract Type: Permanent

Hours: 35 hours per week. Although additional hours may be necessary to fulfil the post's requirements.

We would be open to a discussion and requests for alternative, part-time hours and work patterns as well a potential job share. Please do state in your application if this would be something you would like us to consider for you.

Salary: £120,000 per annum

Responsible to:
Executive Director and Co-Chief Exec

Responsible for:
Director of Digital



Purpose of the Role

The National Theatre has, at the core of its mission, a dedication and commitment to inspiring the next generation of young people, serving local communities, and firing skills for the creative industries and beyond. We believe great theatre sparks imagination and brings people together, and our mission is to make theatre that entertains and inspires, using our creativity, expertise and unique reach.

Our north star goal is to have a global audience of 30 million engaging with our work by 2035. Our digital work is at the heart of this as a way to revolutionise our practice and reach. Our five-year strategic plan will enable us to achieve that, and our focus is on three core objectives:

1. Create world-class theatre shared with audiences live and digitally
2. Inspire creativity and boost skills
3. Be sustainable: financially, environmentally, socially

This new role of Chief Digital Officer (CDO) will spearhead the National Theatre's next phase of its digital journey, innovating in how the organisation creates, and audiences experience, theatre in a blended live and digital model.

They will provide strategic leadership for the National Theatre's digital content, products and services, devising and delivering a multi-year business plan for growth in reach and revenue to achieve this ambition and expand our global audience.

The CDO will work closely with the Executive, Digital Advisory Committee and senior managers to identify opportunities and mesh plans closely with the overall organisational strategic plan. They will provide leadership and strategic guidance for the Digital department, and more widely within the organisation on digital innovation.

This is an Executive Committee role reporting to the Executive Director and Co-CEO, and the post-holder will attend Board meetings.

Duties and Responsibilities

- Develop a clear and ambitious multi-year global digital strategy for the National Theatre focussed on delivering a substantial further increase in reach and revenue.
- Lead the development of innovative digital products and services that support a world-class digital presence, collaborating with existing and new partners on a joined-up approach to digital infrastructure that supports an excellent user experience as well as commercial growth.
- Offer effective management, engagement and utilisation of the Digital Advisory Committee and its members.
- Drive profitability and make well-developed recommendations around team structure and business growth.
- Devise a multi-faceted digital content plans to include a transformation of schools and education engagement work.
- Oversee a step change in subscriber acquisition and retention on streaming service NT at Home.
- Lead the NT's digital content commissioning, working closely with the Executive and internal and external stakeholders (including artists and agents) to deliver a world-leading range of content to suit different platforms and audiences.
- Champion audience insights and forecasting to support strategy and planning that helps grow audience engagement, drives subscriptions, increases reach to educators and students, and increases commercial return.
- Work closely with the Director of Data & Insights to drive the NT data culture to inform the use of decision making and demonstrate impact through our digital products and services.
- Ensure that digital initiatives are fully integrated with the organisational strategic-planning process, including leadership commitment and resource allocation.
- Work with teams across the business to generate innovative digital solutions for products, services, processes, customer experiences, marketing channels, and business models.
- Represent The NT externally within the wider digital community to develop partnerships and connections and elevate the NTs digital profile.
- Be an inspirational, effective and supportive leader for the Digital department

Person Specification

Essential

- A strong track record at a senior level of driving audience and commercial growth and diversification, leading digital, brand and audience development in a relevant organisation.
- Extensive experience of strategic leadership: devising, leading and delivering complex organisation-wide strategy.
- Recent experience of driving growth across new platforms that engage young audiences.
- Deep expertise in digital product innovation and development and a champion of user-centred practice.
- An editorial mindset: excellent editorial leadership, with experience of tailoring digital content around different audience needs to drive online reach and engagement.
- A commercial mindset: proven ability to drive income, with an entrepreneurial flair.
- Excellent team leadership skills, with experience line-managing a busy team, prioritising workloads, developing and supporting staff.
- An appetite for change: unafraid of fast-paced, constantly changing environments, with clarity of vision and a high level of drive.
- Strong interpersonal skills and a proven ability to collaborate with and advise senior level staff, shaping and influencing their strategies and advising on reputation issues and crisis management.
- A solutions-focused multitasker: with an ability to look and think ahead, and spot new ideas, opportunities and partnerships – able to plan and juggle multiple projects simultaneously

How to Apply

Saxton Bampfylde Ltd is acting as an employment agency advisor to the National Theatre on this appointment.

Candidates should apply for this role through our website at www.saxbam.com/appointments using code JBTND

Click on the 'apply' button and follow the instructions to upload a CV and cover letter and complete the online equal opportunities monitoring* form.

The closing date for applications is noon on Thursday 13th February 2025.

Preliminary interviews with Saxton Bampfylde will take place w/c 17th & 24th February 2025 and final interviews with the National Theatre will take place w/c 10th & 17th March.

** The equal opportunities monitoring online form will not be shared with anyone involved in assessing your application. Please complete as part of the application process.*

We support and encourage people from a variety of backgrounds, experiences and skill sets to join us and help shape what we do. As users of the disability confident scheme, we guarantee to interview disabled applicants who meet the essential criteria for our vacancies.

If you would like to speak to someone about any adjustments or concerns you may have about the application or interview process, you can email contact@saxbam.com and we will be in touch with you to make the necessary arrangements.

GDPR personal data notice

According to GDPR guidelines, we are only able to process your Sensitive Personal Data (racial or ethnic origin, political opinions, religious or philosophical beliefs, trade union membership, genetic data, biometric data, health, sex life, or sexual orientation) with your express consent. You will be asked to complete a consent form when you apply and please do not include any Sensitive Personal Data within your CV (although this can be included in your covering letter if you wish to do so), remembering also not to include contact details for referees without their prior agreement.

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.

Benefits

- Complimentary staff tickets for shows and guided tours, subject to availability and policy
- 30 days annual leave increasing up to 32 with length of service (plus bank holidays)
- Development Programmes via e-learning platform, and specialist in-person training relating to role
- Hybrid and flexible working, subject to agreement and policy
- Access to interest-free season ticket loan and cycle scheme partnership
- Enhanced sick pay
- Family Friendly policies including Family leave and Support leave.
- Family-friendly employer – we are a member of Parents and Carers in the Performing Arts (PiPA)
- Pension schemes with Legal & General and NEST
- Sabbatical option, subject to agreement and policy
- On-site staff canteen and social facilities
- On-site occupational health support
- In-house mental health and wellbeing advisors providing workplace counselling and support
- Wellbeing programme of events, including mental health awareness, financial wellbeing, skills sharing and opportunities to get active
- Exclusive staff talks to hear more about NT productions, past and present, from leading practitioners
- Discounted access to National Theatre at Home
- Volunteer leave – one paid day per year to volunteer for your chosen charity
- Discounts in the NT's bars, cafés, restaurants, and bookshop, as well as in local businesses (from Wagamama to gyms), on and around the South Bank
- Access to retailer discounted gift cards and a cash-back-on-spending card

Staff networks and communities:

The National Theatre has five staff networks run voluntarily by our staff:

[Disability Network](#)

[LGBTQ+ Network](#)

[Amplified: Network](#) for the Global Majority

[Women's Network](#)

[Parents and Carers Network](#)



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