

JOB DESCRIPTION

Job Title:	General Manager
Reports To:	Managing Director
Key Relationships:	Director of Production, General Manager, Production Coordinator
Salary:	£50,000.00 - £55,000.00
Start Date:	March 2026
Contract Type:	35hr p/week Full Time Permanent Contract

COMPANY INFORMATION

Niche Productions Group was founded in 2023 by Corey Bennett to formalise and expand a way of working developed through many years of delivering complex theatre, live events and immersive experiences. The company was established to meet growing demand for embedded production and general management support on ambitious projects that require both creative sensitivity and commercial rigour.

From the outset, Niche Productions Group was structured to support productions operating in non-traditional environments, temporary and permanent venues, and projects that sit between theatre, live events and visitor attractions. The Group's approach is built on clarity, structure and collaboration, with a strong focus on translating creative ambition into deliverable, sustainable and commercially viable live experiences.

Since its formation, NPG has become a trusted partner on several high profile projects in the immersive and competitive socialising space. The Group provides production management and general management services to productions like The Traitors Live Experience & Peppa Pig Surprise Party, supporting the most ambitious immersive attractions currently operating in the UK. NPG's role spans early development, venue enabling works, build and technical delivery, opening and ongoing operations, as well as supporting the international development and rollout of the experience in collaboration with the producer and rights holders.

In addition to these flagship projects, NPG maintains long standing relationships with recurring clients including HUMBUG and Backyard Cinema, supporting multiple seasons, venues and formats. These repeat collaborations reflect the Group's ability to embed within teams over time, retain institutional knowledge and provide consistent leadership across evolving productions.

Together, these projects reflect the foundations of Niche Productions Group, trusted partnerships, strong management frameworks and a clear focus on supporting ambitious live experiences throughout their full lifecycle.

JOB OVERVIEW

The General Manager is responsible for the ongoing successful operation of Niche Productions Group's portfolio of projects delivered under our General Management services, including long-running productions such as The Traitors: Live Experience and Peppa Pig: Surprise Party.

Alongside overseeing existing productions, the General Manager will play a key role in the growth of the General Management arm of the business, supporting the acquisition of new clients and leading the setup, development and day-to-day running of General Management systems, processes and reporting across the company.

The role will also support the international development of Niche Productions Group's projects and services, working with the senior leadership team to help establish General Management frameworks suitable for international markets, touring productions and overseas partnerships.

The General Manager holds responsibility for production finances, working closely with the Director of Production to generate and manage contracts for freelance teams during build and installation periods, and collaborating with producers to draft and oversee contracts for performers, creatives and wider production personnel.

During the running period of each production, the General Manager is accountable for ensuring all departments – including operations, marketing, production, FOH and technical – are operating effectively, within agreed budgets, and in line with contractual and commercial obligations. The role requires a proactive, detail-driven approach to financial oversight, departmental accountability and risk management.

The General Manager is expected to continually drive efficiency across all areas of operation, challenging teams to work in the most cost-effective way possible while maintaining production quality and audience experience.

The role will also undertake any other duties reasonably expected of a General Manager within a commercial theatre company specialising in immersive and experiential productions.

GENERAL DUTIES

- Oversee the ongoing operational and financial management of Niche Productions Group's General Management portfolio, including long-running and immersive productions.
- Act as the lead General Manager on assigned projects, ensuring productions operate safely, efficiently and within agreed budgets throughout their running period.
- Establish, maintain and continuously improve General Management systems, processes and reporting across the company.
- Lead the development and growth of the General Management arm of the business, supporting the acquisition and onboarding of new GM clients.
- Support the international development of Niche Productions Group's projects and services, including the setup of General Management frameworks for touring, overseas and international productions.
- Take responsibility for production finances, including budget tracking, cashflow monitoring, cost reporting and financial forecasting during running periods.
- Work closely with the Director of Production to generate, issue and manage contracts for freelance teams engaged during build, installation and fit-out phases.
- Collaborate with producers to draft, negotiate and oversee contracts for performers, creatives and wider production personnel.

- Act as a central point of accountability across departments, ensuring operations, marketing, production, FOH and technical teams are aligned and delivering within budget and contractual parameters.
- Monitor departmental performance and expenditure, challenging teams where necessary to maintain financial discipline and operational efficiency.
- Proactively identify risks, inefficiencies and areas of overspend, implementing corrective actions where required.
- Ensure productions comply with all contractual, legal and commercial obligations during their running period.
- Maintain clear communication with producers, senior leadership and internal teams, providing regular updates on performance, risks and opportunities.
- Support show bed-in periods, quality control processes and ongoing operational reviews to ensure consistent delivery of audience experience.
- Contribute to wider business planning, strategy and process development as part of the senior management team.
- Undertake any other duties reasonably expected of a General Manager within a commercial theatre company specialising in immersive and experiential productions.

PERSON SPECIFICATION

Essential Experience

- Proven experience in a General Manager, Company Manager, Line Producer or senior production management role within theatre, immersive or live experiential productions
- Strong understanding of commercial theatre and immersive operating models, including short runs, limited seasons and pop-up venues
- Demonstrable experience managing production and operating budgets, cashflow forecasting and financial reporting
- Hands-on experience setting up and managing finance processes, including purchase orders, approvals, invoice tracking and reconciliations
- Experience drafting, negotiating and overseeing contracts for creatives, cast, production teams, consultants and suppliers
- Working knowledge of payroll processes, employment structures and engagement models (PAYE, freelance, casual labour), including preparing payroll reports for third-party providers
- Experience supporting productions through build, rehearsals, previews, opening and show lock
- Ability to oversee and hold multiple departments accountable during running, including operations, production, FOH and marketing
- Strong organisational and communication skills, with the ability to act as a senior point of contact for producers, venues and stakeholders
- Clear understanding of UK theatre compliance, including licensing, insurance, health and safety and risk management
- Ability to work calmly and decisively in fast-moving, high-pressure environments
- Ability to work evenings and weekends as needed from time to time.

Desirable Experience

- Experience working on immersive, site-specific or non-traditional venue productions
- Experience supporting short-run or limited-engagement productions with tight commercial windows

- Previous involvement in opening new venues, pop-ups or temporary installations
- Experience working with international partners, touring models or overseas developments
- Familiarity with ticketing, sales reporting and show-by-show performance analysis
- Experience supporting investor reporting or end-of-project reconciliations
- Understanding of commercial sensitivities in producer-led, privately financed productions
- Experience line-managing or mentoring junior management staff
- Confidence working across both creative and operational teams, balancing artistic intent with commercial reality
- Experience with productions that continue into long-running or repeat seasons

NOTES TO APPLICANTS

All applicants must be eligible to work in the UK. You may be required to sign a Non Disclosure Agreement before your interview.

The interview process may involve more than one stage. Candidates who are shortlisted will be contacted with details of next steps. Owing to the high number of applications, we may not be able to respond to all applicants individually. If you have not heard from us within seven days of the application deadline, please assume your application has been unsuccessful.

RECRUITMENT TIMELINE & HOW TO APPLY

To apply, please submit a cover letter and CV to recruitment@nicheproductions.co.uk with the job title in the subject line.

Deadline for applications: **Friday 27th February 2026 at 12:00**