

tutti frutti

Job Pack
Sales & Tour
Booking Manager
2026



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In separate documents/links:

- [Application Form](#)
- [Equal Opportunities Monitoring Form link](#)

About tutti frutti

Tutti Frutti are brilliant at showing the triumph in the everyday – The Guardian

tutti frutti productions was founded in Leeds in 1991 and 2026 marks our 35th birthday. Our work is aimed specifically for children aged 3+ and their parents/carers for which we have built up a high quality product and excellent reputation.

In the 90's we created small, perfectly formed shows for children and toured them across the country, often by train and with the set in suitcases. In the 2000s, whilst staying true to our core, we developed to much acclaim a series of mid-scale theatre productions during our residency at the Lawrence Batley Theatre Huddersfield. In 2006, we moved back to Leeds, developing our core activity of touring productions nationally and internationally as well as building a successful partnership with York Theatre Royal and other venues. In 2014 we began expanding our international touring market and in 2016 secured an USA agent for touring there.

in 2014 a new series of spring shows, starting with science based research, developed a new strand of exceptional spring touring productions interrogating; memory, ADHD, sport, emotional literacy and sleep, all in relation to children's lives, opening up new partnerships, funding opportunities and audiences. Developing stronger links with our home city of Leeds in more schools, venues and a run at Leeds Libraries, have also been important developments for us.

For 8 years we also curated the biennial Little Feet Festival of Children's Theatre with York Theatre Royal from 2010 to 2018.

During 2020/21 we adapted our whole programme of work. We focused on being responsive and proactive in the new Covid-19 environment, looking after the core team, striving to provide employment for diverse freelancers and finding new and safe ways to reach our audiences. This included a series of 23 digital stories, filmed and edited at home, and an audio play, *Sweet Dreams*. Themed around the wonders and benefits of sleep, it was accompanied by three podcasts and an interactive game.

We perform in a host of different types of venues nationally, undertaking around 100 performances a year in the UK and in 2025-26 reaching an audience of 7,847 with our UK touring and 23,559 to date with our US touring. We have developed our international touring taking shows to Ireland and upscaled work for tours to Hong Kong, Singapore and extensively in the USA. We are currently undertaking our 5th tour of the USA. Our UK touring ranges from studio theatres of producing venues to art centres, schools, libraries and rural touring schemes.

In 2022 we started the Tutti Frutti Club based in Harehills, Leeds running free, high quality, creative and cultural activities for children after school at Harehills and Hovingham Primary Schools. We extended this in 2023 to include Shakespeare Primary School. The weekly workshops explore a variety of theatre-related art forms and are designed specifically for

primary age children. Participants explore design, drama, storytelling, music, movement and puppetry. The sessions are led by a group of diverse professional local artists, providing innovative, age-appropriate activities that are truly inspiring and creative.

We are an NPO of Arts Council England and funded by Leeds City Council and a range of other trust and foundations.

The company's offices are at [Hope House](#), a newly refurbished Grade 2 listed building of creative offices and workspaces run by MAP Charity, in Lincoln Green, Leeds. We have a separate store that houses all our set, props and costumes.

The core team comprises of six part time employees:

	Wendy Harris (She/Her) 4.5 days pw Artistic Director		Emma Killick (She/Her) 4 days pw Executive Director
	Kirsty Smith (She/Her) 4 days pw Admin & Operations Manager		Emma Harrison (She/Her) 2 days pw Communications Manager
	Suvi Saraf (She/Her) 2 days pw Arts Engagement Co-ordinator		Louise Lydamore (She/Her) 1 day pw Finance Officer

All other staff working for the company are appointed on a freelance basis. This includes creative theatre artists, performers, stage managers, technical staff and casting managers.

We have a diverse board of 8 directors which includes an artistic director, barrister, primary school teacher, producer for a regional theatre, head of development, support worker for deaf people with mental health difficulties, EDI specialist and lecturer in theatre design and

production. We have representation of people of the global majority* those who identify as disabled and LGBTQIA+ on the board.

*By global majority we mean people from the African Diaspora, South, East and South Asian people or those from culturally and ethnically diverse backgrounds who experience racism in our society.

MISSION

To delight and empower children with imaginative and meaningful theatre and to craft joyful projects that help them, think, dream, and discover new possibilities.

VISION

We want all children to experience empowering, imaginative theatre and to take part in projects that stimulate creativity, ignite curiosity, support wellbeing, and help them make sense of their world with confidence and wonder.

VALUES

Children and family

- We believe all children should be happy and so everything we do and create is to give them positive experiences. I
- We believe in happy teams and strive for a family-friendly, flexible and considerate working culture.

Working together respectfully.

- Working and creating together makes quality theatre
- We value relationships and welcome working in partnerships.
- We are committed to building diverse teams and ensuring a rich range of perspectives and authentic representation in the company and across all our work.

To be the best we can

- We are committed to the highest standards in all we do, from our creative work to our operations, ensuring every part of our organisation reflects care, integrity, and a commitment to inspiring and empowering children.
- We empower people who work with us to thrive, develop their skills, and feel confident being who they are.

Change is possible

- We embrace curiosity and change, by listening, learning, and adapting, to grow stronger, more creative, and more connected.
- We care for our world, and act mindfully, making choices that protect the planet and encourage children to do the same.

ARTISTIC POLICY

- To make delightful newly commissioned theatre for children and family audiences.
- To place children at the centre of the shows we create.
- To create work that has a strong visual and physical storytelling style.
- To create shows that are beautiful, engage the imagination of the audience and provide a meaningful theatrical experience.
- To deliver creative work and projects which align with our environmental ambitions and plans.
- To prioritise inclusivity in the influences, making and production of our shows.
- To tour regionally, nationally and internationally to venues, rural settings and schools.
- To increase our representation and nurture and support artists who wish to develop their careers in our sector.
- To deliver relevant, fun, arts activity with children in our local community.

ANTIRACISM

We are committed to becoming an antiracist organisation and to create a culture within the company that allows an open space so people can speak their truth, be listened to and have others listen to what is not acceptable, to listen and learn. Furthermore, we are committed to ensuring that no group or individual is discriminated against on the grounds of the 9 protected characteristics in the Equality Act 2010 and will continue to pursue an inclusive approach to all areas of our work.

We use the term *Global Majority to mean people from the African Diaspora, South, East and South Asian people or those from culturally and ethnically diverse backgrounds who experience racism in our society.

Antiracist Promise

***‘When you know better, you do better’** Maya Angelou*

We acknowledge the deep distress and anguish that Global Majority people experience in their daily lives from the systemic racism in our society and in our sector of work.

We stand beside our staff, creative teams, performers, trustees in supporting the Black Lives Matter movement, and wish to stand up against all prejudices, macro and micro aggressions, abuse and the barriers to personal and professional development that black people systemically experience in our culture and society.

We recognise our responsibility to listen, learn and take the action required to make meaningful change for our Global Majority colleagues, audiences and our area of influence.

Our Promises...

We promise to be actively anti-racist, not passively non-racist. We will take action to stop racism where we see it and be open to being challenged. Antiracism is a responsibility of the whole company and is an individual responsibility.

We promise to be disruptive and courageous in making the changes that are needed within our sphere of influence.

We promise to create a space that is safe for Global Majority people to be their authentic selves by listening, learning, supporting and recognising individual needs and intersectionality.

We promise to make a working environment in which conversations about race are normalised and encouraged.

We promise to hold ourselves accountable for our antiracist ambitions and to be honest and transparent about where we fail or can do better.

We promise to use our anti-racist learning and practice to inform how we can better work with other marginalised groups in our society.

About the role

Sales & Tour Booking Manager

The **Sales & Tour Booking Manager** is a pivotal role, central to the continued success and growth of the company's touring operations. The postholder will be responsible for securing UK bookings for the company's productions across small-scale theatre venues, community settings, and schools, while cultivating and maintaining strong relationships with promoters and bookers. In addition, the role involves identifying and developing new UK touring opportunities, contributing to the strategic expansion of the company's reach.

This is a dynamic and varied position, requiring close collaboration with colleagues across the company. Responsibilities range from negotiating and confirming bookings that deliver against financial targets, to overseeing contracting processes, planning tours that are both geographically efficient and environmentally sustainable and proactively generating new business leads.

The role demands excellent interpersonal and communication skills, alongside strong organisational ability, effective time management, and the drive and resilience to build successful and sustainable tours.

This is a newly defined position within the company. Previously combined with marketing and communications, it has been separated to allow a dedicated focus on touring and sales activity. The company has recently secured continued funding as a National Portfolio Organisation through Arts Council England for an extension year, with a strong likelihood of further extension through to March 2028. With the next funding application for 2028 onwards anticipated this autumn, this is an exciting moment to join the organisation and play a key role in shaping its next phase of development.

What the role entails

JOB DESCRIPTION

Role: Sales and Tour Booking Manager

Responsible to: Artistic Director

Relating to: Executive Director, Admin & Operations Manager, Arts Engagement Coordinator, Finance Officer and freelancers

Key Responsibilities:

Touring, Sales & Venue Relationships

- Proactively develop and maintain relationships with new and existing UK venue programmers across theatres, schools, and rural touring networks suitable for the company's productions.
- Identify and secure new UK bookers for our work (UK school/venues and community settings) through active networking and industry engagement.
- Promote, sell, and secure bookings for the company's productions in suitable theatre venues, schools, rural and community settings.
- Work closely with the Communications Manager to support the promotion and sale of productions, including contributing to social media initiatives and marketing materials.

Tour Planning & Coordination

- Schedule performance dates and tour routes that are geographically efficient, aligned with the company's environmental values, and compliant with the Equity/ITC Fair Work Agreement.
- Prepare and distribute a technical information pack for productions to venues.
- Collect and review technical specifications from venues /schools and request completion of technical questionnaires. Liaise with the Admin & Operations Manager to confirm technical compatibility of shows and flag any potential issues.

Contracts, Fees & Administration

- Negotiate and agree performance fees with venues/ schools to meet the financial targets outlined in the approved annual budget.
- Secure and coordinate one or two Christmas performance runs (2–4 weeks) within a national UK tour, alongside presenting a second production as a UK premiere prior to international touring.
- Issue Deal Memos once bookings are confirmed, outlining the agreed terms.
- Read /prepare and distribute/return formal contracts between the company and bookers, including any relevant riders.
- Work closely with the Admin & Operations Manager on touring logistics and with the Executive Director on contractual and financial matters.

- Ensure the Finance Officer receives all necessary information regarding agreed fees and booking contacts for invoicing.

Industry Engagement

- Identify promotional and partnership opportunities for the company and attend relevant networking events when resources allow.
- Participate in the organisation’s planning meetings.

Data & Reporting

- Obtain box office reports after tours and feedback questionnaires
- Support the data collection strategy by inputting all data required into the data collection platform; Illuminate for productions and projects.
- Maintain and regularly update venue and booker contact records within the company database to ensure accuracy and accessibility of information and compliance with GDPR.
- Provide relevant data and reporting information to the Executive Director to support funding requirements for Arts Council England and Leeds City Council.
- Update and contribute relevant information to the company report for quarterly Trustee meetings

Other

- Be a key holder and lock and unlock the office on arrival and departure as required.
- Participate in a biannual work review and undertake continued professional development as identified.
- Adhere to all company policies, values and procedures relating to health and safety and safeguarding.
- Attend biannual team planning days.
- Contribute information for trustee report and Board meetings.
- Attend VIP performances of our productions.

Terms and Conditions

This role is for two days a week – 15 hours - and is offered either on an employed PAYE or freelance contract.

Salary:	£32,000 p.a. pro rata + 5% pension contribution This means £12,800 p.a. when working a 2-day week (15 hours)
Contract:	Fixed Term: 1 st August 2026 – 31 st July 2027. Continuation beyond this date is funding dependent.
Probation:	3 months
Holiday:	25 days pro rata + statutory holidays rising to 30 days after 5 years of continuous service for those on employed PAYE contract.
Hours:	2 days per week (15 hours working flexibly). Working days will be flexible around the core working hours and days of the team and subject to

	discussion with the successful applicant. Occasional evening and weekend work may be required.
Based	We offer blended working, with a minimum of 1 day per week in the office at Hope House and some home-working. Hope House is a wheelchair accessible building. A desk and laptop will be provided.
Notice Period:	3 months
Access:	We will make reasonable adjustments depending on the needs of the role-holder. For example: BSL Interpreter, level access, amended methods of communication and format, working times etc.

What we are looking for

PERSON SPECIFICATION

Essential Experience

- Proven experience in tour booking, sales, or venue liaison within theatre, live performance, or the cultural sector
- Track record of developing relationships with venue programmers, schools, or touring networks (e.g. rural touring schemes)
- Experience negotiating fees, contracts, and deal terms with venues or partners
- Experience coordinating UK tours, including scheduling and logistics
- Experience working in a small organisation or team, balancing multiple responsibilities

Essential Skills

- Strong sales and negotiation skills, with the ability to secure bookings that meet financial targets
- Excellent relationship management and networking skills, with confidence approaching new bookers and maintaining partnerships
- Highly organised, with the ability to plan complex tour schedules efficiently
- Strong administrative skills, and computer skills including contract preparation, data management, and reporting
- Ability to interpret and manage technical requirements and liaise effectively between venues and production teams
- Clear and confident written communication (e.g. contracts, deal memos, marketing input)
- Competence with databases/CRM systems and data entry (e.g. maintaining accurate contact records, GDPR awareness)
- Collaborative working style, particularly across communications, operations, and finance functions
- Excellent communication skills - spoken and written

Knowledge & Understanding

- Good understanding of the UK touring theatre landscape, including schools, rural touring, and mid-scale venues and knowledge of touring networks.

- Awareness of industry agreements and standards (e.g. Equity/ITC or similar frameworks)
- Understanding of touring logistics, including environmental considerations and efficient route planning
- Knowledge of basic technical requirements for touring productions (lighting, sound, staging constraints)
- Awareness of safeguarding and GDPR compliance in a cultural organisation context

Personal Attributes

- Proactive and self-motivated, with a strong drive to identify and secure new opportunities
- Confident communicator who can represent the company externally with professionalism
- Solutions-focused, with the ability to anticipate and resolve logistical or contractual challenges
- Flexible and adaptable, able to respond to the changing demands of touring schedules
- Strong attention to detail, particularly in contracts and data management
- Team-oriented, with a willingness to contribute across departments in a small organisation
- Committed to the company's values, including accessibility, sustainability, Equality Diversity and Inclusion (EDI) and work for young audiences

Desirable Experience & Skills

- Experience working specifically in children's theatre or theatre for young audiences
- Existing relationships with UK venue programmers, schools, or rural touring networks
- Experience planning or delivering Christmas runs or seasonal programming
- Familiarity with systems such as Illuminate or similar CRM/data platforms
- Experience contributing to marketing campaigns or social media promotion
- Understanding of funding and reporting requirements (e.g. Arts Council reporting expectations)
- Knowledge of Leeds, Arts Council England, cultural networks like PiPA, Assitej, Leeds33

Other Requirements

- Willingness to travel occasionally within the UK for networking or venue visits
- Ability to work occasional evenings/weekends for industry events
- Commitment to ongoing professional development
- Willingness to undertake key holder responsibilities and support general organisational needs

How to apply

To apply for this job please complete the application questions attached as a separate document AND the Monitoring Form and send to kirsty@tutti-frutti.org.uk.

Please note we are interested in what you say rather than how you say it. So please answer in the format that best suits you and enables you to respond fully to the questions. This could be written English, video (BSL/spoken, English/SSE), audio recording, or bullet points etc.

If you require any of the application materials in alternative format or wish to discuss submitting an application in an alternative format, please don't hesitate to contact kirsty@tutti-frutti.org.uk. Additionally, if you are unable to complete the Application & Monitoring forms in the given written format, please email kirsty@tutti-frutti.org.uk. She can arrange a phone or video call to take down your answers. Kirsty is not involved in the applicant selection process and all monitoring form discussions will be kept strictly confidential.

Within the application form, please make sure you click on the link to complete the anonymous **equal opportunities monitoring form**. This data will be stored separately to your application.

We welcome diversity in all its forms and we positively encourage D/deaf and disabled people and/or people from the global majority* to apply. We guarantee an interview to any candidate with a disability or from the global majority who shows in their application that they have the skills, values and experience needed for this role.

We hope this pack provides you with plenty of information about applying, but if you do have any further questions, please don't hesitate to email emma@tutti-frutti.org.uk with questions or call Emma or Wendy at the office number 07763 468556. We are happy to help.

What happens next

1. Please submit an application (and complete the anonymous equal opportunities form) to kirsty@tutti-frutti.org.uk. The deadline to send in your application is **Sunday 7th June 2026**. We will not accept applications that arrive after the deadline.
2. We will let all applicants know whether they have been invited to interview by **Wednesday 10th June 2026**.
3. We will hold interviews at [Hope House](#) or on Zoom on **Wednesday 17th June 2026**. Online interviews (Teams or Zoom) will be available for those candidates who have caring responsibilities or are disabled.
4. Second interviews will be held in person for those selected who had an online interview.
5. We will endeavour to inform all interviewees the result by **Wednesday 24th June 2026**.
6. Start date ideally **Monday 3rd August 2026**.

About the interview:

- You can request an online interview if you have disabilities or caring responsibilities.
- We will send you the interview questions to look at in advance.
- You will be interviewed by two of the Tutti Frutti team – Wendy Harris, Artistic Director and Emma Killick, Executive Director
- You will be asked a series of questions about the job you are applying for in a relaxed, friendly and informal manner.
- You will have an opportunity to ask questions.
- We want you to be able to be at your best and as comfortable as possible, please let us know if you have any additional needs or if there is anything, we can do for you.
- We can arrange for a BSL interpreter if required.
- You do not need to dress formally.
- We will refund you any reasonable travel expenses incurred in attending the interview upon receipt of a valid train ticket and/or petrol receipt. We actively encourage candidates to use public transport to the interviews in line with our environmental policy.

Thank you for your interest in working for tutti frutti and we wish you the best of luck in your application.