

tutti frutti

Job Pack Executive Director August 2026



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[On the Tutti Frutti website, please find the Application Form including Equal Opportunities Monitoring Form link.](#)

About the role

Executive Director

We are looking for an inspiring, collaborative and experienced Executive Director to join the Tutti Frutti family. For more than three decades, we have been creating imaginative, joyful and meaningful theatre for children and families. From our home in Leeds, our work reaches audiences across the UK and internationally, from theatres and arts centres to schools, libraries and rural communities. We are proud of the reputation we have built for high-quality theatre that puts children at its heart.

This is an exciting time to join Tutti Frutti. We have ambitious plans for the future, strong creative foundations and an established international touring programme, alongside a growing commitment to our local community through projects such as the Tutti Frutti Club.

Working closely with our Artistic Director and Board of Trustees, the Executive Director will play a key role in shaping and delivering our future. You will provide strategic, financial and operational leadership, helping to ensure that we are financially resilient, well governed and able to realise its artistic ambitions.

We are looking for someone who can combine strategic thinking with practical delivery; someone who enjoys building relationships, spotting opportunities and bringing people together. You will be confident working across finance, fundraising, governance, business development and organisational planning, while being an active and visible ambassador for the company.

But this role is about more than skills and experience. **It's about shared values.**

We are looking for someone who believes in the power of working together, wants to create positive experiences for children and families, and is committed to building an inclusive, supportive and sustainable organisation.

If you are excited by the opportunity to help shape the next chapter of an ambitious, values-led children's theatre company and to work alongside a passionate team of artists, staff, and trustees, we would love to hear from you.

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 39,460 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.

Tutti Frutti is a company limited by guarantee and a charity and our 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		4 days pw Executive Director
	Kirsty Smith (She/Her) 4 days pw Admin & Operations Manager		Emma Harrison (She/Her) 2 days pw Communications Manager

	Dick Boham (He/Him) 2 days pw Sales & Tour Booking 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 Trustees 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.
- 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. You can find our Antiracism Promise [here](#).

JOB DESCRIPTION

Position: Executive Director

Reports to: Artistic Director

Direct Reports:

- Admin & Operations Manager
 - Finance Officer
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Purpose of the Role

Working in partnership with the Artistic Director, the Executive Director provides strategic, financial and operational leadership to ensure the successful delivery of the Company's artistic vision, business objectives and long-term sustainability. The Executive Director leads on organisational governance, financial management, fundraising and business development, environmental sustainability, supporting the Company to thrive locally, nationally and internationally.

Key Responsibilities

1. Strategic Leadership

- Work in partnership with the Artistic Director to develop and deliver the Company's strategic, artistic, and business plans.
- Lead organisational planning with the Artistic Director, ensuring the Company's artistic and business objectives are effectively achieved.
- Support the long-term sustainability and growth of the organisation.
- Provide reports and strategic advice to the Board of Trustees as required.

2. Financial Leadership

- Lead the Company's financial planning, management and reporting.
- Develop annual organisational and production budgets.
- Prepare and review management accounts, forecasts and cashflow reports for the Board and key stakeholders.

- Maintain strong financial controls, monitoring income, expenditure, cashflow and reserves.
- Oversee financial returns including Theatre Tax Relief in collaboration with the Finance Officer.
- Work with external accountants on the preparation of statutory accounts and annual independent examination.
- Provide financial information to support strategic planning and funding applications.

3. Fundraising

- Work with the Artistic Director and Fundraiser(s) to deliver the fundraising strategy, including providing budgets, financial and supporting information for applications.
- Manage strategic funding relationships with Arts Council England and Leeds City Council, ensuring compliance with funding agreements and submission of monitoring reports and funding returns.
- Ensure funding reports, monitoring and returns are submitted on time.

4. Governance and Operations

- Lead day-to-day operations, administration and governance, including Company Secretary duties and support to the Board of Trustees.
- Maintain policies, procedures, risk management, insurance and legal compliance.
- Oversee HR administration, contracts and job descriptions for core staff and IT services.
- Act as Health & Safety Officer and ensure legal compliance.

5. People Leadership

- Provide effective leadership, support, and performance management for staff.
- Promote a positive, inclusive, collaborative workplace in line with the company's core values
- Support the professional development and wellbeing of staff and freelancers.
- Ensure good practice in employment, safeguarding and equality, diversity, and inclusion.

6. International Development

- Lead the development and delivery of the Company's international strategy, expanding its profile, partnerships, and touring activity.
- Sustain and strengthen existing relationships with US touring agents.
- Identify and develop new international touring opportunities.
- Oversee the planning, logistics, and delivery of international touring.
- Develop and maintain relationships with international presenters, venues, festivals and agents.

7. Sustainability

- Lead the Company's sustainability strategy, embedding sustainable practices across its work and promoting good practice among staff, artists and freelancers.
- Develop and review an annual Environmental Action Plan with clear objectives and measurable outcomes which includes the embedding of the Theatre Green Book across productions.

- Monitor progress and produce an annual Sustainability Report for the Board, funders and stakeholders.
- Keep up to date with environmental legislation, best practice and funding requirements.

8. External Relations

- Build and maintain strong relationships with stakeholders, funders, partners and sector organisations locally, nationally and internationally.
- Represent the Company at conferences, promoting its work, mission and values at industry events and networking opportunities.
- Prepare written reports, presentations, and briefings as required.
- Work with colleagues to enhance the Company's profile through digital platforms, social media, media relations and other public-facing channels.

9. General Responsibilities

- Contribute to the development of organisational policies and business planning.
- Undertake any other duties commensurate with the seniority of the post as reasonably required
- To work occasional evenings and weekends to attend performances, board meetings conferences and events
- To travel within the UK and internationally as required.

Terms and Conditions

This role is for four days a week – 30 hours - and is offered on an employed PAYE contract.

Salary:	£48,000-£52,000 p.a. pro rata (depending on experience) + 6% pension contribution
Contract:	Permanent
Status:	To legally be able to work in the UK
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:	4 days per week (30 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 2 days per week in the office at Hope House and some homeworking. 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

Executive Director

The successful candidate will be an experienced and collaborative leader with the strategic, financial and operational expertise to support the delivery of Tutti Frutti Productions' artistic vision and long-term sustainability.

Criteria	Essential	Desirable
Experience	Significant senior management experience within the arts, cultural or charitable sector. Experience of strategic planning and organisational development. Experience of leading organisational change and managing competing priorities. Experience of line management and developing high-performing teams.	Experience working within a touring theatre company or producing organisation. Experience of international touring and developing overseas partnerships. Experience of working in the field of children, young people, and/or family audiences.
Financial Management	Proven experience of organisational financial management, including budgeting, cashflow management and financial reporting. Experience of preparing and monitoring project and organisational budgets. Experience of working with auditors or independent examiners.	Experience of using accounting software such as Quickbooks or similar financial systems. charity accounting. Experience of Theatre Tax Relief. Experience of income generation through touring
Fundraising	Experience of developing budgets and financial information for funding applications. Experience of contributing to organisational fundraising strategy. Experience of securing funding from trusts, foundations, public funders or corporate partners.	

	Experience of managing funding relationships with key stakeholders e.g. Arts Council England and Local Authorities or similar. Experience of budget monitoring and control, and reporting to funders.	
Governance & Operations	Strong understanding of charity governance, legal compliance and organisational risk management. Experience of servicing Boards or Trustees and preparing reports and papers. Experience of developing and implementing organisational policies and procedures.	Experience of acting as Company Secretary. Knowledge of employment law and HR practice within the charity or cultural sector.
Leadership & Partnership Working	A collaborative leadership style with the ability to work effectively in partnership with an Artistic Director and Board of Trustees. Excellent interpersonal skills with the ability to build productive relationships with staff, freelancers, artists, funders and external partners. Ability to represent the Company confidently with stakeholders and at public events.	Established networks within the UK theatre and cultural sector.
Sustainability	Commitment to embedding environmental sustainability within organisational and production practices. Understanding of sustainable organisational development and resilience.	Experience of implementing the Theatre Green Book or other environmental sustainability frameworks.
Knowledge & Understanding	Good understanding of the current opportunities and challenges facing UK arts and cultural sector.	Knowledge of Arts Council England funding programmes and reporting requirements.

	Understanding of equality, diversity, inclusion and access needs. Understanding of safeguarding, health and safety and organisational compliance. Understanding of securing funding from trusts, foundations, public funders or corporate partners	Understanding of the uniqueness of children's theatre and a genuine desire to work in this area. Understanding of touring theatre and knowledge of touring circuits UK and/or internationally. Knowledgeable of touring revenue and income generation strategies
Skills & Attributes	Excellent financial and analytical skills with strong attention to detail. Excellent written and verbal communication skills. Strong organisational, planning and project management skills. Ability to think strategically while maintaining oversight of operational delivery. Ability to work under pressure, manage multiple priorities and meet deadlines and manage risk. A commitment to the values, vision and mission of the company. Collaborative, sense of humour, calm, fair-minded and kind.	

We hope this pack provides you with plenty of information about the role, but if you would like an informal conversation or have any further questions then please contact Mark Hollander mark@markhollander.co.uk who will be happy to help.

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.

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 **12 noon on Wednesday 21 October 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 **Friday 23 October 2026**.
3. We will hold first interviews at [Hope House](#) or on Teams on **Tuesday 3 November 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** at [Hope House](#) on **Thursday 12 November 2026 – please allow half a day for this**.
5. We will endeavour to inform all interviewees the result by **Monday 16 November 2026**.
6. Start date to be agreed but ideally – **December 2026**.

About the first 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 three people – Wendy Harris (Artistic Director, Tutti Frutti), Matt Harper-Hardcastle (Chair, Tutti Frutti), Joyce Ngai (Freelancer arts consultant and former trustee of Tutti Frutti).
- A representative of Arts Council England, our key stakeholder, may be present at the interview as an observer.
- You will be asked a series of questions about the job you are applying for in a relaxed, friendly and 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.

About the in person second interview:

- You will meet members of the Tutti Frutti team and Board of Trustees
- You will deliver a presentation to the team and Trustees - the subject of which will be sent out when you are offered a second interview.
- You will undertake a short finance exercise, which will be given to you on the day
- There will be an interview with three people – Wendy Harris (Artistic Director, Tutti Frutti), Matt Harper-Hardcastle (Chair, Tutti Frutti), Joyce Ngai (Freelancer arts consultant and former trustee of Tutti Frutti).
- A representative of Arts Council England, our key stakeholder, may be present at the interview as an observer.
- 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.**