



GENERAL MANAGER / PRODUCER, SLEEP NO MORE, SEOUL JOB DESCRIPTION & PERSON SPECIFICATION

Responsible to: Senior Producer

Key relationships: Artistic Director, Executive Producers, Production and Operational Teams, Creative Teams, General Management and Producing Teams

Salary: £46,000 - £50,000 per annum, dependent on experience

Contract: One year fixed term contract , with potential to extend.

Location: Woolwich, London, UK, with the possibility of some remote work and around 8 weeks per year of international travel

Start Date: We are looking for candidates who can start within the next two-three months

Deadline for applications: 10am on Friday, 29th August. Interviews will take place on a rolling basis. We are actively recruiting suitable candidates and will conduct interviews on a rolling basis. Please expect an initial response within 4 weeks of your application

We reserve the right to close this vacancy before the advertised closing date if we receive sufficient applications for the role. Therefore, if you are interested in this role, we encourage you to submit your application as early as possible.

How to apply: Complete the application form [here](#) including your CV and cover letter. If you have any questions or are experiencing any difficulties with the application process, please contact workwithus@punchdrunk.com.

OUR HISTORY

Founded in 2000 by Felix Barrett MBE, Punchdrunk is widely recognised as the “pioneer of the ‘immersive theatre’ phenomenon” (The Telegraph). The company is best known for their mask shows, a form of theatre in which roaming audiences experience epic storytelling inside singular, sensory worlds. These productions have been cited amongst the 40 creative moments that changed culture (Creative Review) and currently play across three continents: *Sleep No More*, New York has been running since 2011; *Sleep No More*, Shanghai (2016 - present) is the longest-running international show in China; and *The Burnt City*, London has welcomed over 200,000 audiences since it opened in March 2022 *Sleep No More* Seoul is opening in August 2025. In May 2024, Punchdrunk opened their latest project, *Viola's Room*, which ran in London before opening in New York City in 2025.

Alongside these landmark theatrical productions, Punchdrunk has taken its ground-breaking approach to live experiences and created cross-cultural collaborations in music, tech, fashion and TV - from projects with Rihanna to Jack White, Louis Vuitton to Alexander McQueen, and from Samsung to Brad Pitt's Plan B Studios. The company was

listed amongst the 50 most influential artists of the last 50 years (Sky Arts, 2022) alongside David Bowie, Sir Steve McQueen and Vivienne Westwood.

Previous projects include: *The Third Day* (BAFTA-nominated TV series starring Jude Law and Naomie Harris with HBO and Sky Studios), *Believe Your Eyes* (with Samsung, 58th Venice Biennale, 837, ArtBasel and Cannes 2016), *ANTI diary* (with Rihanna and Roc Nation), *The Drowned Man: A Hollywood Fable* (with the National Theatre), *The Crash of the Elysium* (Manchester International Festival), *The Duchess of Malfi* (with ENO), *Sleep No More* (with the American Repertory Theatre), *It Felt Like A Kiss* (with Adam Curtis and Damon Albarn, Manchester International Festival), *Tunnel 228* (in collaboration with The Old Vic), *The Masque of the Red Death* (with Battersea Arts Centre), and *Faust* (in collaboration with the National Theatre).

ABOUT THE ROLE

Punchdrunk is looking for an experienced and highly organised Producer / General Manager to support the ongoing delivery of *Sleep No More*, Seoul. This role will be the main link between Punchdrunk and our international producing partners, making sure everything runs smoothly, the creative vision is upheld, and communication flows clearly across all teams.

You'll work closely with creatives, producers, cast, and operational staff both in the UK and in Seoul. The role is based in Woolwich, London and will require regular periods of on the ground presence in Seoul, on a schedule to be mutually agreed. It's a great opportunity for someone who enjoys managing relationships, solving problems, and keeping complex projects running behind the scenes.

KEY RESPONSIBILITIES

- **Stakeholder & Partner Liaison**
 - Serve as the main point of contact between Punchdrunk and International Producing Partners.
 - Build and maintain strong working relationships with producers, international company management and rehearsal directors, and other internal and external stakeholders.
 - Ensure the creative vision and high standards are clearly articulated and upheld.
 - Manage and drive essential *Sleep No More* communication between the Korean team and Punchdrunk, its employees, subcontractors, agents and other external parties, ensuring that lines of responsibility and response are clear and effective.
 - Ensure that the terms of the licence are upheld, and support the International Producing Partners to appropriately resource and plan for the running period.

- **Financial Management**

- Take the lead in overseeing and managing all income and expenditure relating to SNM, Seoul including:
 - Ensuring all financial matters relating to the production are conducted in line with the licence and sponsorship agreements
 - Annual forecasting of Punchdrunk expenditure and income relating to the production
 - Rolling management all of all income and expenditure budgets, reporting to Executive Producer and Finance Director on a regular basis
 - Joint management of rolling creative and production maintenance budgets with Producing Partners
 - Managing recharges and reconciliations
 - Managing royalty arrangements

- **Creative Oversight & Integrity**

- Collaborate closely with the Punchdrunk creative team to ensure the international show stays true to the artistic vision.
- Monitor ongoing production delivery to maintain creative and brand consistency.

- **Operational & General Management**

- Ensuring that despite operating remotely, the production, creative and performing team in Seoul feel fully supported, and that a strong management presence is made available at all times.
- Reviewing all reports (show reports, front of house reports & box office reports) in a timely manner and following up as necessary.
- Manage and support the implementation of Punchdrunk's policies and procedures including Health & Safety (H&S), safeguarding, intimacy coordination, and other company protocols.
- Coordinate and oversee compliance with local labour laws and licensing, in partnership with external producers.
- Coordinate all planning and implementation for the on-going maintenance on the production, including allocating resources, controlling expenditure and arranging regular visits from the Punchdrunk team.

- **Cast & Company Support**

- Support the annual re-casting process, liaising with the Punchdrunk Creative Team and International Producers
- Manage the Punchdrunk contracting process for International cast and company members.
- Support the welfare, integration, and ongoing needs of international cast and crew members (regular check-in calls and 1-1s when on site)..
- Participate in key weekly meetings (via zoom).
- Ensure clear onboarding and communication processes are in place, especially for new team members abroad.

- **Marketing & Communications Support**

- Collaborate with marketing teams to align campaigns with Punchdrunk's branding and tone, and ensure all comms are executed in line with the Licence.
- Working with internal and external stakeholders (as needed) to:
 - Manage ongoing approvals (managing creative consultation as needed)
 - Oversee the development, approval and review of assets, key visuals and activations
 - Ensure accurate billing, and necessary collaboration with Punchdrunk social media / digital platforms
 - Proof reading the English version of all marketing materials

- **Information Flow & Documentation**

- Ensure timely dissemination of information and updates between Punchdrunk HQ and international teams.
- Maintain up-to-date documentation and shared resources across all teams.

WHAT WE'RE LOOKING FOR

- Proven experience in a Producer or General Manager role within live performance, immersive theatre, or large-scale international productions.
 - Excellent cross-cultural communication, stakeholder management and diplomacy skills.
 - Ability to travel internationally as needed.
 - Strong knowledge of operational procedures including H&S, HR best practices, and safeguarding.
 - A collaborative and flexible working style, with a deep understanding of the needs of a creative and dynamic company.
 - Organised, proactive, and detail-oriented.
 - Excellent written and verbal communicator.
 - Able to lead calmly under pressure, solve problems efficiently, and adapt quickly.
 - Financially literate and confident with complex budget management.
 - Committed to team wellbeing, inclusion, and open communication.
 - Passion for innovative, site-responsive, and immersive work.
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THE WORKPLACE CULTURE

The Punchdrunk environment is fast-paced, often reactive, and endlessly evolving. The workforce comprises a brilliant team of passionate, creative and committed staff and freelancers who thrive in a collaborative, supportive and non-hierarchical environment. The projects always strive to break new ground, which means that there is often no template or guideline for the work that is created. The ideal candidate is one who will be excited to be part of a team (whilst equally willing to be a proactive self-starter), happy to get their hands dirty, and who is comfortable with navigating the unknown.

NOTES TO APPLICANTS

This is a guide to the nature of the work required. It is not wholly comprehensive and may be reviewed with the post holder and the line manager from time to time.

If you are called for an interview you will be required to sign Punchdrunk Non-Disclosure Agreement in advance of the meeting.

All applicants must be eligible to work within the UK.

HOW TO APPLY

To apply, please complete the application form [here](#), providing your CV and a brief statement (maximum 2 A4 sides) describing your suitability for the position and *specifically* how your experience matches the person specification.

If you have any questions or are experiencing any difficulties with the application process, please contact us at workwithus@punchdrunk.com.

Applicants should provide contact details for two references and we will seek your permission before making direct contact with any referees. Please note that it is likely we will seek to take up 1 reference for candidates progressing to a second interview, prior to making an offer.

As an Equal Opportunities Employer, Punchdrunk welcomes applications from all sectors of the community, regardless of gender, age, race, sexuality or disability and makes appointments based solely on ability to fulfill the duties of the post. Candidates who are shortlisted for an interview will be given the opportunity to specify any access needs so that appropriate arrangements can be made.

We particularly welcome applications from applicants living in the Royal Borough of Greenwich.

RECRUITMENT TIMELINE

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