



Senior Producer

Job Description & Person Specification

Responsible to: Head of Producing and Planning

Key Relationships: Co-Executive Producers, Artistic Director, Senior Producers, Lead Producers, Finance Director, General Manager, Legal Counsel, External Partners, IP Holders, Commercial & Strategic Partners, Head of Production, Production Managers

Salary: £60,000-65,000 per annum (depending on experience)

Contract: Full time, permanent contract.

Location: Our office is based in Woolwich, London, with some international travel likely.

Deadline for applications: Monday 9th March, 5pm

First Interviews: 16th, 17th and 19th March

Second Interviews: 23rd, 24th and 26th March

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

How to apply:

Punchdrunk is partnering with executive search consultant Todd Heppenstall of TH Consulting on this appointment.

To apply for the role, please submit:

- Your CV, highlighting relevant experience, and;
- A supporting statement (no more than two pages) outlining why you are interested in the role, how your experience aligns with the requirements, and what you would bring.

You may submit your application in written format or alternatively, as a video or audio file of no more than 5 minutes in length. To submit video or audio, the file should be uploaded privately to a hosting site and an access link emailed over.

Applications should be sent to todd@th-consulting.uk. All applications will be acknowledged.

If you wish to discuss the role before you apply, please email Todd on todd@th-consulting.uk to arrange an informal conversation.

About Punchdrunk

Founded in 2000 by Felix Barrett, Punchdrunk has pioneered a game-changing form of theatre which places the audience at the very heart of the action. Recently listed amongst the 50 most influential artists of the last 50 years (Sky Arts, 2022) alongside Bowie, Sir Steve McQueen and Vivienne Westwood, Punchdrunk disrupts the theatrical norm, creating worlds in which audiences can rediscover the childlike excitement of exploring the unknown.

Its iconic “mask” shows, which redefined the genre of immersive experiences, have been cited amongst the 40 creative moments that changed culture (Creative Review), and have found phenomenal success across the globe, with record-breaking productions established in the US, UK, China and South Korea. Sleep No More in New York played to sell-out audiences for 14 years from 2011 until its final performance in 2025, and in Shanghai the show has been running since 2016, becoming the longest-running immersive production in the city’s history. In 2025, the internationally acclaimed experience also opened its newest edition in Seoul, South Korea.

The Drowned Man: A Hollywood Fable broke the National Theatre’s box office records when it went on sale in 2013. Punchdrunk’s 2022 London production, The Burnt City, became the company’s longest-running show in its home city, coinciding with the opening of its first permanent venue at 1 Cartridge Place in Woolwich.

In 2024, Viola’s Room debuted in Woolwich, marking a bold shift from Punchdrunk’s signature mask performances. This intimate, barefoot sensory experience distilled two decades of the company’s immersive expertise, using binaural sound to create a deeply personal journey. It transferred to The Shed, New York in Spring 2025.

In Autumn 2025, Punchdrunk launched a new live experience titled Lander 23, a live action video game-style immersive experience that merges the company’s theatre practice with genuine game mechanics.

Alongside these landmark live theatrical experiences, Punchdrunk has taken its ground-breaking approach to cross-cultural collaborations in music, tech, fashion and TV: from projects with Rihanna to Jack White, Louis Vuitton to Alexander McQueen, and HBO to Brad Pitt’s Plan B Studios – most recently with TV series The Third Day, starring Jude Law, Naomie Harris, Katherine Waterston, Emily Watson and Paddy Considine which included the Bafta-nominated live event: The Third Day: Autumn: a 12-hour live episode, filmed in one continuous take.

Punchdrunk’s past theatrical works include: 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, Boston, Mass.), 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), Faust (in collaboration with the National Theatre), and The Burnt City.

THE ROLE

At a pivotal moment of growth for Punchdrunk, the Senior Producer will play a central role in originating and developing new immersive works across the company’s portfolio.

Accountable for the management and outcomes of multiple Creative Projects, delivering strategic, commercial and creative success in line with Company goals. The Senior Producer oversees or leads a number of projects, each in differing stages of development, and works collaboratively across the business and with external partners to balance the multitude of project needs, maintain budgetary control, manage project timelines and resolve problems whilst protecting creative integrity.

The Senior Producer works closely with the Artistic Director, Executive Producers and Head of Producing and Planning to shape Punchdrunk's future programme, ensuring that projects are creatively ambitious, commercially viable, operationally realistic and aligned with Punchdrunk's long-term strategy.

DUTIES AND RESPONSIBILITIES

Working collaboratively with and under the oversight of the Head of Producing and Planning and the Executive Producers, the Senior Producer is expected to oversee or lead on the successful life cycle of a variety of projects from inception to development and pre-production. The day-to-day delivery of each project will be the responsibility of a Lead Producer and a delivery team, with the Senior Producer keeping an oversight of each project as it is delivered and during running.

Early life project delivery

- Works with the Head of Producing and Planning, Executive Producers and Artistic Director at the earliest stage of conversations on projects, developing the project proposals;
- Works with supporting teams to develop clear commercial and production strategies for projects;
- Alongside the Head of Producing and Planning, Executive Producers and Artistic Director, takes the creative vision and overlays clear commercial boundaries to provide a framework for progressing with development;
- Creates a funding plan with the Head of Producing and Planning, Executive Producer and Finance Director in order to identify the best funding/investment route, or for commissioned work, leads on negotiations with the commissioning party;
- Where applicable, leads on the securing of funding for projects (whether investment / sponsorship etc).

Producing

- Overall responsibility for project success, commercially and creatively, and in line with organisational goals;
- Works collaboratively with the Artistic Director and/or project Creatives to ensure the creative vision can be achieved within the commercial parameters, budget, timeline and to the technical requirements;
- Manages and coordinates project development up until greenlight;
- Upon successful greenlight, recruits the key staff required to deliver each project, including the Lead Producer who would report directly to the Senior Producer and oversees full project recruitment;

- In consultation with Executive Producers, Head of Producing & Planning and General Manager, negotiates all key contractual matters, with support from legal counsel when applicable, including but not limited to: Option and Licence Agreements, Freelancer and Contractor agreements, Co-Production agreements;
- Throughout the project lifecycle, oversee and provide leadership, pastoral care and support to ensure the creative & production teams operate efficiently and effectively throughout;
- Troubleshoots specific issues that require senior management support, which arise during each phase of the production, flagging critical issues to the Executive team.

Marketing & communications

- Responsible for the development of project-related marketing and publicity plans, strategies, promotional campaigns which meet the needs of the project and align with Punchdrunk's overarching marketing and communications approach.

Strategic Leadership

- Be an active member of organisational strategy meetings, supporting the creation and delivery of organisational priorities;
- Share insights and learnings from projects to support other company projects;
- Seek perspectives from members to support and enrich their own projects;
- Raise issues and give perspectives on wider company matters as appropriate;
- Any other duties as reasonably required to complete the role to a first-class standard.

PERSON SPECIFICATION

Essential

- At least 10 years' experience developing and producing large scale theatre, immersive, site-specific or festival work;
- Experience working in a commercial setting, and experience working with IP and rightsholders;
- Proven ability to lead projects through early creative and commercial development;
- Excellent budgeting, scheduling, and project management experience;
- Experience managing multi-disciplinary teams and working closely with creative teams;
- Excellent communication and stakeholder management skills;
- Comfortable working with legal documents such as Heads of Terms, License agreements and long form contracts;
- Strong understanding of commercial models, feasibility and risk in live experiences;
- Highly collaborative working style, with the ability to support and challenge creative teams constructively.