



Senior Producer (International Projects & Business Development)

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 and initially offered on a fixed term basis for 12 months with the potential to extend.

Location: Our office is based in Woolwich, London, with the role requiring frequent international travel.

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 to a hosting site and a 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 groundbreaking 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 (International Projects & Business Development) plays a critical role in identifying, shaping and securing future opportunities for Punchdrunk’s immersive work, along with leading the development of touring projects.

Key areas of responsibility include:

- Leading on international partnerships and establishing the parameters of touring and Punchdrunk's work;
- Working closely with the Artistic Director to develop early concepts, finding ways to identify and secure appropriate partners and IP;
- Working closely with the Executive Producer and Head of Producing and Planning to establish the strategic conditions under which projects can enter development;
- Model the commercial viability of projects and viability of scaling internationally.

DUTIES AND RESPONSIBILITIES

Development of new Punchdrunk projects

- Proactively seek and assess potential IP, brands, estates, commissioning partners and co-producers;
- Develop and maintain a forward-looking pipeline of potential projects across different scales, formats and market;
- Work with senior leadership to assess strategic fit, timing and resourcing for new opportunities;
- Lead early-stage engagement with IP holders, rights owners and commercial partners;
- Initiate and manage exploratory conversations around rights availability, scope, approvals and creative parameters;
- Develop early-stage commercial models for potential projects, including indicative budgets, revenue assumptions, delivery formats, timelines and risk analysis;
- Identify potential funding, investment or commissioning routes;
- Work closely with the Senior Producers to transition viable opportunities into formal creative development, before projects are handed over;
- Ensure that all projects entering development are supported by a clear strategic rationale and defined commercial parameters.

Touring Projects

- In collaboration with Punchdrunk Executive and Producing team, develop and implement a comprehensive touring/ scaling strategy for Punchdrunk productions;
- Where applicable, lead on the securing of funding for projects (whether investment / sponsorship etc).
- Identify and establish partnerships with appropriate venues and touring contacts globally;
- Develop and maintain strong relationships with venue managers, local partners, and international stakeholders;
- Responsibility for each project's commercial success in-line with organisational goals;
- In collaboration with the Executive team set and manage budgets, ensuring cost-efficiency and financial accountability;
- With relevant team members negotiate key contractual matters, with support from legal counsel where necessary;
- Recruit, contract and onboard key staff necessary for touring projects including Lead Producers who would report directly to the Senior Producer and oversee full project recruitment;

- 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 international projects to support all company projects;
- Seek perspectives from colleagues 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 or producing large scale theatre, immersive, site-specific or festival work. Some commercial theatre experience is essential;
- Proven track record of managing partners and partnerships across different countries and cultures;
- Proven track record in developing partnerships, securing IP or working with rights holders;
- Strong commercial and strategic thinking, with experience building and interrogating business models;
- Ability to balance creative ambition with commercial and operational realities;
- Excellent negotiation, relationship management and communication skills;
- Confidence operating in ambiguity and early-stage concept development;
- Strong understanding of risk, scale and feasibility in live experiences;
- Ability to operate both in a team environment and independently.

Desirable

- Second language skills are desirable.
- We welcome candidates with strong existing international professional networks.