



**BIRMINGHAM  
HIPPODROME**

**Director of  
People &  
Culture**

**Candidate Pack**

## Welcome

Birmingham Hippodrome is on a mission to enrich the cultural life of the region. Our vision is to create a distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart. We reach over one million people a year through on and off stage programmes of work, digital presence, and performances in Birmingham and beyond; providing that “goosebumps” feeling through memorable and extraordinary experiences.

We are an independent charity, run by a board of voluntary trustees with no regular revenue funding from public sources. We frequently invest in projects alongside Arts Council England and with Birmingham City Council. Generous support is received from the business community through sponsorship and other partnerships; from individuals through donations and memberships; and from grant-making trusts for special programming and infrastructure projects. As a major employer in the region, we play a leading role in the Southside Business Improvement District.

We are looking for people to join us on this journey at a pivotal time in our evolution; recognising our people and network of talented freelancers and volunteers are core to the growth and success of the organisation.

**The future of Birmingham Hippodrome is you!**

# Thank you for your interest in this role!



Our organisational plan, conceived in 2023, centres around four main ambitions, with an eye firmly on our vision for a distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart. We are therefore delighted that in the last year, we welcomed over 590,000 people to our main stage and Patrick Studio, staged our Edinburgh Festival award-winning new musical Hot Mess and celebrated our Origins festival of new work, supporting artists to further develop their practice.

Behind each of these wins, both large and small, are a team of talented and committed people, focused on ensuring that we continue to evolve, improve and grow our ongoing relevance within our communities and the creative industry as a whole. Birmingham Hippodrome's ongoing success is the sum of all the parts that these groups play in supporting us and whilst there is still much to do and many challenges ahead, we are enormously proud of our collective work to date. We are excited for the future and look forward to welcoming a of Director of People and Culture to the team.

**Jon Gilchrist, Artistic Director and CEO**

## Key Facts

**592,144**

people attended a show in 2025-26

**245,466**

people attended our festivals in 2025-26

**142 / 264 / 80+**

Employees, Flexible workers, and Volunteers  
at Birmingham Hippodrome

## Our Mission

Providing those “goosebumps” feelings through memorable and extraordinary experiences.

## Our Vision

A distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart.



## Role Purpose

Role Title

### Director of People & Culture

The Director of People & Culture sits within the Executive Leadership Team and, along with the Artistic Director & Chief Executive Officer, Chief Operating Officer, Director of Creative Programmes, Director of Operations and Executive Director. The Executive Team are responsible for striving towards achieving the vision to create ‘a distinctive, world-class Birmingham cultural scene with the Hippodrome at its heart’ and succeeding in the mission to ‘provide that “goosebumps” feeling through memorable and extraordinary experiences’.

The Director of People & Culture plays a key strategic leadership role in shaping an inclusive, values-led and high-performing organisation where people can thrive. Working as part of the Executive Leadership Team, they lead the development of people, culture and talent strategies that support Birmingham Hippodrome’s mission, people and future growth, while also acting as a key liaison with the Board on people and culture matters.

Responsible for: People, Culture and Talent team.



Salary

**£75,000 – 80,000 per annum**



Hours

**37.5 hours per week**



Location

**Onsite at Birmingham Hippodrome  
with flexibility for hybrid working**



Reporting Into

**Artistic Director & CEO**



Direct Reports

**Head of People**



Job closing date:

**28 June 2026**



First round of interviews:

**w/c 6 July 2026**

# Role responsibilities

## People, Culture and Organisational Development

- In partnership with the wider Leadership team, translate our strategic aims into an aligned and integrated workforce and people strategies, developing a culture that is inclusive, person-centred, stemming from our organisation's values.
- Advise and mentor senior leaders within the organisation on structuring and developing their teams, building resilience and identifying talent.
- Oversee an effective training programme for managers across the organisation, ensuring consistency of approach in line with our values and latest legislation.
- Provide advice and leadership in all aspects of employee relations and employment law and ensure that procedures are followed fairly and consistently.
- Lead and contribute to the development, review and implementation of HR policies and ensure the organisation's policies reflect current employment law and HR best practice.
- Provide guidance and support on change management both to managers and within teams. This will include redundancy, restructures and changes to terms and conditions of employment involving staff consultation and management of risk.
- Work closely with the Chair of the relevant Board committee to shape agendas, provide insight and assurance, and support effective governance and decision-making concerning matters relating to our people.
- Oversee programmes of regular workforce feedback using appropriate surveys and other feedback mechanisms, providing recommendations to the CEO and board on ways to improve working practices.
- Take proactive steps to foster the right culture to ensure everyone is engaged throughout the whole employee lifecycle experience, helping the organisation to be an employer of choice.
- Ensure equality, diversity and inclusion (EDI) strategies are embedded across the organisation's culture and champion industry best practice to further develop a culture of openness, transparency and inclusion throughout the organisation.
- Oversee all statutory and bespoke training and development plans across the organisation, ensuring colleagues are suitability trained for their roles and continuously developed.
- Take an active part in cross-organisational working groups to include the Leadership Team, Wellbeing Committee and Inclusion and Anti-racism committee.
- Develop, implement and actively promote staff benefits and well-being initiatives, working with the Head of Communications on internal communications and leading on scheduling regular staff communication sessions.
- Liaise with and convene the Employee Representatives group and ensure they have the skills and resources to enable their effectiveness as a voice for the staff team.

# Role responsibilities

## Recruitment and Talent Development

- Oversee and have overall accountability for all recruitment, onboarding and induction programmes, ensuring all recruitment activity is in line with industry best practice and organisational goals.
- Work with key stakeholders to establish robust recruitment processes to attract, retain and develop candidates from diverse backgrounds or those that are currently underrepresented in the arts and cultural sector.
- Develop a workforce pipeline of partnerships and opportunities through work experience, paid internships and apprenticeships to create clear pathways for a diverse range individuals and those under-represented in the cultural sector to develop a career in the arts.
- Develop an exciting, relevant and progressive approach to performance reviews and feedback and ensure this is regularly and consistently applied. Provide support to managers on performance management, identifying internal talent, key training, development needs and succession planning.

## Leadership and Management

- Oversee the day to day management of the People, Culture & Talent team, ensuring all areas of the department are staffed and resourced to an appropriate standard.
- Implement good lines of communication and working relationships with all departments across the organisation.
- Promote the vision, values and strategic objectives, making the values relevant and ensure they 'come alive' for staff at all levels within the organisation.
- Act as a role model and leader for direct reports; supporting and guiding their development and enhancing their leadership/management skills.
- Actively promote equality, diversity and inclusion in all aspects of the organisation.



# Role responsibilities

## Financial, Compliance and Reporting

- Responsible for the effective running and oversight of employee and casual (Flexi) payroll, including pensions and all matters relating to the payment of the workforce, ensuring accurate and timely processing in collaboration with the Finance Team.
- Set and manage the PCT and training budgets, ensuring organisational processes and controls are adhered to and accurate financial information is delivered to the finance department, line manager and CEO in a timely manner.
- Keep up to date with developments in employment and payroll legislation, directives and case law and analyse any potential implications and recommend appropriate action.
- Uphold the principles of, and adhere to, company policy and procedure relating to GDPR and ensure that all data is dealt with in accordance with current legislation.
- Capture and monitor data (recruitment, turnover, exit interviews etc) for monthly/quarterly/annual reporting and identify and flag any trends.
- Collate data driven people insights and KPIs to drive future progress and report these to the Board and leadership team.
- Ensure appropriate mechanisms and reporting procedures are in place for individuals to report issues regarding safeguarding or dignity at work in a confidential manner and ensure issues raised are dealt with swiftly and sensitively as well as being appropriately recorded and reported on to the Board.







## Expectations for all Directors

### Strategy

- Establishes organisation's Goals, Vision and Mission for next 5+ years. Sets strategy for Directorate looking 5+ years ahead.
- Ability to relate own strategic specialism to the Hippodrome's wider strategy.
- Provides strategic advice to Trustees, plans cost effective strategies, and develops new ideas based on markets/trends/outlook.
- Has an overview but relies on HoD to lead on the detail. Will provide advice and guidance to HoDs to ensure strategy remains on track.
- Works with HoDs to create departmental strategy.
- Identifies and sets required Revenue goals for organisation.
- Act as the public face of the organisation and gives interviews to Media as required.

### Finance

- Responsible for setting Directorate budget
- Can sign off expenditure up to amount agreed with COO/CEO/Trustees and accordance with schemes of delegation.
- Responsible for overall organisation's/area's budget and forecasting.
- To agree any unplanned expenditure with Trustee/CEO/COO approval.
- To ensure the efficient, effective and solvent financial management of the Hippodrome, including presenting relevant budgets and forecasts to the Trustees/COO/CEO

### Reporting

- Provides regular reports and meaningful insights into the data and shares this with other Directors.
- Develop Reporting tools/mechanisms to monitor progress of overall performance and can make decisive changes if needed
- Reports overall progress to Trustees/CEO.



## Expectations for all Directors

### People

- Proven people management skills including effective recruitment, induction of new hires, positive coaching and conducts regular check ins with team, managing performance as required
- Able to influence and negotiate as required and build relationships with people at all levels.
- Can inspire and motivate team to achieve great results.
- Comfortable having difficult conversations as required.
- Coaches direct reports to be effective people leaders, leading by example.
- Able to inspire people through times of change.
- Inspirational leader who inspires, motivates and influences HoDs to work as a team and have a consistent approach.
- Maintains a strong working relationship with Trustees/other Directors through presentations and reporting.

### Commercial/Scope

- Sets targets for Area based on achievable potential.
- Expert in specific area advising other Directors.

### Networking

- Builds solid relationships with other Directors to work as a cohesive Senior Leadership Team internally and looks to make external contacts to grow own network to benefit the organisation.
- Proven ability to develop sound network of key contacts externally and internally.

## Person Specification

What we're looking for in the ideal candidate for this role:

Requirements	CORE
Experience	<ul style="list-style-type: none"><li>• Significant senior leadership experience in People/HR/Culture/OD.</li><li>• Translating organisational strategy into people strategy, workforce planning, and culture change.</li><li>• Strong experience of employee relations and applying employment law in complex situations.</li><li>• Leading organisational change, including consultation, restructures, and change management.</li><li>• Leading recruitment, onboarding, talent development, and succession planning.</li><li>• Managing senior stakeholders and advising executive leaders and/or boards.</li><li>• Leading EDI&amp;B, inclusion and anti-racism work in a practical organisational context.</li><li>• Leading teams and developing senior direct reports.</li><li>• Using people data, KPIs, and workforce insights to inform decisions.</li><li>• Managing budgets, training spend, and operational controls.</li><li>• Organisation-wide financial leadership, with the ability to control and influence organisational people spend.</li><li>• Departmental budget management, proactively delivering value for money in choices about where resources are invested.</li></ul>
Skills, Knowledge & Abilities	<ul style="list-style-type: none"><li>• Strong strategic leadership and the ability to align people priorities with organisational goals.</li><li>• Excellent relationship-building and influencing skills.</li><li>• Strong knowledge of UK employment law and HR best practice.</li><li>• Ability to lead with credibility across both strategic and operational issues.</li><li>• Strong analytical and decision-making skills, using evidence and insight.</li><li>• Ability to handle sensitive, confidential, and high-risk people matters with sound judgement.</li><li>• Excellent communication skills, including written reports and senior-level presentations.</li><li>• Ability to lead and support others through change and uncertainty.</li><li>• Strong commitment to equity, diversity, inclusion &amp; belonging (EDI&amp;B), and wellbeing.</li><li>• Ability to build a positive, values-led, high-performance culture.</li></ul>
Qualifications	<ul style="list-style-type: none"><li>• CIPD Level 7 or equivalent senior HR professional experience</li></ul>

## Person Specification

What we're looking for in the ideal candidate for this role:

Requirements	DESIRABLE
Experience	<ul style="list-style-type: none"><li>• Experience in the arts, culture, charity, or public-facing sector.</li><li>• Working at director/executive team level in a complex organisation.</li><li>• Presenting to or working closely with a Board/Trustees.</li><li>• Leading payroll and pensions oversight.</li><li>• Building talent pipelines through apprenticeships, internships, and community partnerships.</li><li>• Experience in an organisation with a strong public profile and multiple stakeholder groups.</li></ul>
Skills, Knowledge & Abilities	<ul style="list-style-type: none"><li>• Knowledge of the arts/cultural sector workforce landscape.</li><li>• Understanding of safeguarding, dignity at work, and governance reporting in a cultural organisation.</li><li>• External networking skills and ability to represent the organisation credibly with partners.</li></ul>
Qualifications	<p>Additional training or accreditation in areas such as:</p> <ul style="list-style-type: none"><li>• mediation</li><li>• change management</li><li>• equality, diversity and inclusion</li><li>• leadership development</li></ul>





## We also expect Director-level alignment with our Values:



### People Focused

We care deeply for our staff, audiences, volunteers, partners, participants and artists and are dedicated to ensuring that any Hippodrome experience is a positive one. Our people are the beating heart of Birmingham Hippodrome.

- Respect and value other people's ideas, experience and perspective to encourage open and considerate conversations.
- Always considers the impact on People of any change or decision made within the organisation.
- Proactively seeks to understand current and future trends and external developments to offer insightful thought leadership



### Inclusive

We provide a safe and inclusive space for expression and creativity, priding ourselves on being collaborative and reflective of our city region. Inclusion is integral to everything that we do and is central to our decision-making.

- Respects and encourages differences in opinion, creating a culture of positive intent without fear of blame
- Champions a culture of diversity and inclusion, placing it at the heart of all decision making.
- Able to actively promote diversity within the Hippodrome and to change hearts and minds and challenge pre-conceived ideas.



### Inspiring

We bring individuals, groups and communities together to share those wonderful 'goosebumps' moments: emotive, world-class, cultural experiences that ignite imaginations and inspire future generations.

- Feels confident enough to make suggestions for how things can be improved to create the best experience for our audiences and wider community.
- Creates an exciting vision of the future for its visitors, employees, artists and stakeholders
- Thinks ahead strategically (5 years +) to anticipate and be agile to future opportunities and risks



### Sustainable

We take care with our actions, safeguarding the long-term sustainability of Birmingham Hippodrome through our work, environmental responsibilities and business practices.

- Does the right thing - even when no one is looking
- Leads by example and encourages others to do the same in relation to all environmentally friendly practices
- Displays personal commitment to the company's values and ethics, promoting integrity and doing the right thing
- Shows up relentlessly with a strong moral code, demonstrating values both in what they do, say and their impacts on others



### Progressive

We are ambitious for ourselves, our partners and our city region. We aim to be the best at what we do, always looking for new ways to advance, improve and evolve whilst being mindful of our rich and vibrant history.

- Be open to new ideas and innovation in order to drive continuous improvement.
- Demonstrates humility in seeking feedback at the right time from various stakeholders in order to drive personal development and endeavours to be a role model to others
- Has the self-belief and courage to lead from the top during periods of change, communicating effectively and with humility.

# Our Benefits

## Life Essentials

- Flexible working
- 30 days of annual leave, plus bank holidays
- Other enhanced leave & pay such as Family, Sickness, Compassionate

## Financial

- Annual Pay Reviews
- Enhanced pension offer matching 6% after 2 years service
- Directors' Health Insurance
- Life Assurance
- Critical Illness Cover
- Discounted Car Parking
- Emergency Hardship Loans
- Electric Car Scheme
- Bus & Train Pass Salary Sacrifice

## Learning & Development

- Learning culture - where mistakes are embraced
- Training budgets
- In-house training
- Access to over 400 online courses through our Learning Library
- Annual performance review
- Access to internal-only job vacancies

## Emotional

- Employee Assistance Programme
- Personal Growth Fund - £175 per year
- Wellbeing Working Group
- Mental Health First Aiders

## Physical

- Opticians & Glasses Vouchers
- Occupational Health Appointments
- Flu Jabs
- Discounted Private Medical Insurance
- Gym Membership Salary Sacrifice

## Social

- Staff ticket offers
- 50% off bars, kiosks, & Green Room
- 20% off The Circle Lounge
- Onsite Green Room - lunch space
- Hippodrome Headliners Awards
- Social events

## Engagement

- Variety of working groups to join such as Inclusion & Anti-Racism, Wellbeing, and Green Team
- Regular forums on key projects
- Employee Rep Committee
- Annual Engagement Survey
- Quarterly Wellbeing survey





Birmingham Hippodrome  
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Southside  
Birmingham  
B5 4TB

**If you have any questions please contact a member of the People, Culture and Talent Team via [Talent@birminghamhippodrome.com](mailto:Talent@birminghamhippodrome.com)**

If you would like to have an informal call with one of our Directors about this role, please email [Talent@birminghamhippodrome.com](mailto:Talent@birminghamhippodrome.com) and we'd be happy to set this up for you.

**To apply, and for further information please visit our careers pages:**  
[birminghamhippodrome.com](http://birminghamhippodrome.com)

