



JOB VACANCY

Comedy Programmer: Soho Theatre Walthamstow

Sep 2026

Soho Theatre Walthamstow opened in 2025 in the beautifully restored, Grade II* listed former Granada cinema. At its heart is a spectacular auditorium, creating an artist and audience experience that sits brilliantly between London's more intimate comedy rooms and its major arenas.

Its first year established the venue as a significant new part of London's cultural landscape. More than 130,000 people attended over 100 shows across comedy, theatre, cabaret and music. This is growing and it build on the 180,000 that attend Soho Theatre shows in Soho, and more still on tour.

The success of the building, programme and opening year has been recognised through Theatre Building of the Year at The Stage Awards 2026, alongside a range of other industry, architectural and community awards and recognition.

The opportunity now is to build on that remarkable start: strengthening Walthamstow as a destination for world class comedy and entertainment while continuing to develop a venue that belongs to its neighbourhood.

Alongside comedy, Soho Theatre Walthamstow presents theatre, cabaret, music, family work and live events. Soho Theatre Pub adds another dimension: a lively cultural and social space where programming, food, drink and atmosphere come together.

Soho Theatre is London's most vibrant producer of new theatre, comedy and cabaret, and one of the UK's leading producers, programmers and talent-development pipelines for risk-taking creative work.

We back artists and connect them with audiences, creating memorable nights out.

Our roots are in new writing, the radical fringe, punk culture and queer performance. We champion distinctive voices, emerging and established artists and work that feels current, alive and unexpected. We support artists before their work is proven and build relationships that can last throughout a career. Comedy has been central to Soho for more than 25 years. We have built a reputation for identifying, backing, developing and presenting exceptional comedy talent – from artists at the beginning of their careers to major UK and international performers. Our stages are closely watched by audiences and the wider industry looking for a sense of what's next.

Our work reaches far beyond our venues. We produce and present at the Edinburgh Festival Fringe, tour across the UK and work internationally in India, Australia and the US, as well as reaching digital audiences.

We are a charity and social enterprise. Everything we earn goes back into the work.



JOB VACANCY

Comedy Programmer: Soho Theatre Walthamstow

Sep 2026

OUR VALUES

Open to everyone – welcoming, inclusive and actively removing barriers.

Celebrate creative risk-takers – backing distinctive artists, ideas and voices before they are proven.

Champion freedom of expression – supporting artistic freedom while taking responsibility as curators.

Make it a great night out – caring about the whole audience experience: show, bar, welcome and atmosphere.

Makes things happen – entrepreneurial, resourceful and willing to act.

Look after each other – working with respect, trust, integrity and professionalism.



JOB VACANCY

Comedy Programmer: Soho Theatre Walthamstow

Sep 2026

JOB DESCRIPTION

Job Title:	Comedy Programmer
Reports to:	Head of Comedy
Key Internal Contacts:	Comedy Team, Communications Team, Production Team, Food & Beverage Team
Key External Contacts:	Artists, agents, promoters, venues, managers
Location:	Soho Theatre Walthamstow, 186 Hoe Street, E17 4QH
Start Date:	October

Overview

Soho Theatre is looking for a Comedy Programmer to **play a key role in supporting the delivery of the comedy programme at Soho Theatre Walthamstow.**

This is an **exciting opportunity to be part of the next chapter of one of London's most exciting cultural organisations** working with Soho's comedy and wider teams to bring leading UK and international comedy to our 960-seat auditorium, identify and support the next generation of talent, and build adventurous, commercially successful programmes for audiences in Walthamstow and beyond. The role will also help shape and deliver a new programme strand for **Soho Theatre Pub**. Using its small stage and informal social setting, you'll develop playful daytime, early-evening, late-night and weekend activity that complements the auditorium programme, attracts custom and makes the whole venue feel alive.

We're looking for someone who knows comedy: artists, agents, promoters, festivals, venues and touring networks; someone with the relationships and judgement to help make ambitious bookings happen, and the organisation and attention to detail to deliver them brilliantly.

Job Outline

Programming

- Work with the Head of Comedy and wider team to identify and secure artists for Soho Theatre Walthamstow.
- Bring strong knowledge of UK and international comedy, including artists, agents, promoters, festivals, venues and touring networks, to programming conversations.
- Use and develop relationships across the comedy industry to identify opportunities and initiate conversations with artists and representatives.
- Balance artistic ambition, audience potential and commercial considerations when developing the programme.
- Contribute to Soho Theatre's wider comedy programme across Dean Street, touring, Edinburgh, international and digital activity as required.
- Regularly see work at Soho Theatre, the Edinburgh Festival Fringe and elsewhere, identifying new talent and feeding into programming discussions.



- Keep abreast of developments in comedy and the wider live entertainment industry, including emerging artists, new formats and changing audience behaviours.

Soho Theatre Pub

- Work with creative, communications and F&B colleagues to shape and deliver a distinctive programme for Soho Theatre Pub.
- Develop activity that works with the rhythms of the pub and complements the main auditorium programme.
- Explore daytime and early-evening events, including book launches, conversations, readings, works-in-progress, showcases and other activity that can finish around 6pm.
- Develop late-night and weekend programming, including comedy, cabaret, drag, music, hosted events and comedy-adjacent performance.
- Contribute to regular social formats – such as quizzes, games nights or comedian-hosted events – that encourage repeat visits and audience loyalty.
- Test ideas, learn from audience response and develop successful formats over time.
- In collaboration with colleagues, think about the full experience: programming, hospitality, atmosphere and the reasons audiences might stay, return or bring friends.

Deals, administration and delivery

- Manage programme administration from initial booking through to settlement.
- Negotiate deals and contractual arrangements with artists, agents, promoters, visiting companies and co-producers within agreed parameters.
- Maintain accurate records, contracts, contact sheets and show information.
- Ensure marketing, press, box office, production and audience teams receive accurate and timely information.
- Manage settlements with visiting companies, promoters and co-producers.
- Assist with programme and show budgets, monitoring individual show targets and box-office performance.
- Flag opportunities and risks early and work with colleagues to respond to sales performance.
- Co-ordinate visas, work permits, travel and accommodation for international artists and companies where required.
- Ensure appropriate health and safety documentation, including risk assessments, is in place.
- Contribute to internal and external reporting as required.

Artist and industry relationships

- Be a principal point of contact for comedy artists, companies, agents and promoters working at Soho Theatre Walthamstow.
- Build trusted, proactive relationships that establish Soho Theatre Walthamstow as an ambitious, supportive and professional home for comedy.
- Provide excellent care and attention to artists throughout their relationship with the venue.
- Liaise with Production and Audience teams to ensure performances and technical schedules run smoothly and on time.
- Welcome and host artists, promoters, agents, partners and guests where required.
- Represent Soho Theatre professionally within the comedy industry, at festivals and at sector events.



Communications and audiences

- Work closely with Communications colleagues and visiting companies on marketing and press campaigns.
- Communications colleagues and visiting companies on marketing and press campaigns.
- Share relevant artist, programme and industry insight that can help campaigns reach audiences effectively.
- Understand the audience and income objectives for individual shows and the wider programme.
- Contribute ideas that strengthen Soho Theatre Walthamstow and Soho Theatre Pub as cultural and entertainment destinations.

Working across Soho

- Take an active role in programming and creative meetings.
- Work collaboratively across creative, producing, communications, production, audience and commercial teams.
- Represent Soho Theatre at the Edinburgh Festival Fringe and other festivals and industry events as required.
- Attend performances, press nights, guest nights, development events and other activity at Soho and elsewhere.
- Maintain relationships with Soho Theatre's partners, associate artists, companies and venues.
- Contribute to the wider work of the organisation where reasonably required.
- Champion Soho Theatre's commitments to equality, access, diversity and inclusion.
- Work in ways that reflect Soho Theatre's values and support its artistic, audience and commercial ambitions.

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



Person Specification

Knowledge and Experience

- Strong knowledge of the UK comedy industry and a genuine enthusiasm for live comedy.
- Commercial comedy booking or programming experience, including negotiating deals and managing relationships with artists, agents, promoters or venues.
- An active network within comedy and the confidence to build new relationships.
- A good understanding of current and emerging comedians, festivals, touring patterns and audience trends.
- Experience of a role involving significant organisation and administration.
- An understanding of the practical and commercial considerations involved in presenting live work.
- Awareness of Soho Theatre's programme, artistic identity and place within comedy and live performance.
- Relevant experience gained in a venue, agency, production company, promoter, festival or another part of the comedy and live entertainment industry.
- A working understanding of basic technical theatre terminology (desirable).

Personal Qualities and skills

- Curious about artists and audiences, with strong programming instincts and good judgement.
- An excellent verbal and written communicator.
- Confident, diplomatic and comfortable working with a wide range of personalities.
- Highly organised and able to manage several shows, relationships and deadlines simultaneously.
- Calm and solutions-focused in a fast-paced live environment.
- Commercially aware without losing sight of artistic ambition.
- Proactive and entrepreneurial: someone who spots possibilities and makes things happen.
- Interested in experimenting with programming for informal, social and non-traditional spaces.
- Collaborative, generous and professional in the way you work.
- Committed to welcoming different artists and audiences and removing barriers to participation.

Success in the Role

- Flexible about working evenings, weekends, late nights and public holidays when the programme requires it.
- Able to travel, including regular attendance at the Edinburgh Festival Fringe and other festivals.



JOB VACANCY

Comedy Programmer: Soho Theatre Walthamstow

Sep 2026

Terms and Conditions

Terms of Employment

This is a permanent full-time role, subject to a three-month probation period.

The role is based across Soho Theatre Pub and Soho Theatre Walthamstow. The successful candidate will be expected to work regularly from both venues in order to build effective relationships with colleagues and stakeholders.

Salary

£40,000 (subject to experience)

Holiday entitlement

20 days per annum plus Bank Holidays, rising to 25 days plus Bank Holidays after one full year of continuous employment (pro-rata for part-time employees).

Hours

The full-time working week would be 40 hours per week, typically worked across five days, including a one-hour unpaid lunch break.

The role requires regular presence at both Soho Theatre and Soho Theatre Walthamstow.

The nature of the role requires regular evening and weekend working, and occasional late nights, public holidays and travel.

There are no overtime payments. Time Off In Lieu (TOIL) may be agreed in advance with the line manager where appropriate.

Pension

The Company operates an auto-enrolment pension scheme, which you are eligible to join after three months of employment and the successful passing of your probation. This is at the rate of 3% from the employer and 5% from the employee on qualifying (banded) earnings. The Government will pay in 1% of qualifying earnings, which is tax relief. If you have made other arrangements, there is the option to opt out altogether.

Staff Benefits

- Complimentary tickets for Soho Theatre productions and performances (subject to availability).
- Employee Assistance Programme, including health insurance.
- Staff discount on food and drinks at Soho Theatre venues and selected local businesses.
- Season Ticket Loan scheme.
- Cycle to Work scheme.
- Seasonal flu vaccinations.
- Training and development opportunities.
- Eye tests (subject to eligibility).

Equal Opportunities

Running through the core of Soho Theatre are the values of equality of opportunity, diversity of background and inclusion and accessibility for all. Our artists, audience and staff reflect a diverse London and we work hard to increase representation across cultures and experience