



## CRM Manager – Maternity Cover (12 Month Full Time Contract)

### About us

The Ambassador Theatre Group is an extraordinary success story. Founded in 1992 in the UK, we have become the world's number one live theatre company; we operate iconic venues, run major ticketing platforms and produce award-winning shows. Our mission is to bring the very best in live entertainment to the largest possible number of people.

People are at the heart of our success. We are passionate about bringing great live experiences to the widest possible audience; about giving the world's best creative talent the stage it deserves; and about providing our people and partners with opportunities to realise their full potential.

### Our values

In everything we do, we strive to be Ambitious, Collaborative, Passionate and Smart.

- We are **passionate** about our work, our business, and our industry.
- We are **smart** in our quest for simple, efficient, and innovative solutions.
- We are **collaborative** and help each other to reach our goals.
- We are **ambitious** and seek to exceed people's expectations.

### Corporate Social Responsibility: our priorities

- Next Generations: introducing tomorrow's audiences to the pleasures of live entertainment, recruiting and nurturing the next generation of industry talent.
- Inclusion: improving and promoting diversity, inclusion and well-being in the workplace.
- Sustainability: helping reduce our impact on the environment by making our business more sustainable.

### A Stage for Everyone - Our Inclusion, Diversity, Equity and Access Mission Statement

Our stages are a platform for compelling stories – stories that are for all, by all, and of all. We shine our spotlight on our differences and believe that understanding and celebrating these differences makes us better global citizens. We are passionate about the pursuit of true diversity and equality. We strive to make our venues beacons of these ideals in our communities. Onstage and off, we hold ourselves accountable for nurturing an inclusive culture, one in which everyone can bring their authentic selves. At ATG, we provide a stage for everyone.

We recognise that we do not have all the answers; but we strive to listen, to learn and to change in order to ensure ATG becomes a truly inclusive organisation. We therefore welcome and encourage applications from individuals from the widest possible range of backgrounds and particularly welcome applications from those currently underrepresented in our workforce.

### The CRM Manager Role

This is a unique opportunity to join ATG's specialised customer relationship management team, responsible for engaging a large customer base via Email with a rich schedule of shows for our 10 London West end and 22 regional venues around the UK. In this role you will work on world class West End product such as Disney's The Lion King, Wicked, Moulin Rouge, Cabaret as well as some of the UK's biggest show tours.

Already a well-respected team, we are looking for a talented specialist to implement a CRM strategy to deliver improved levels of incremental sales, working in close collaboration with our Data Science and Venue Marketing teams. Reporting into the Head of

CRM, you will be responsible for running a team of seven enthusiastic CRM executives who deliver a high volume of CRM campaigns each week for ATG shows, venues, Food & Beverage offering, ATG's paid membership, ATG+, and LOVEtheatre, our Weet End ticketing agency.

Alongside show campaigns you will also manage ATG's automated email programs ensuring they are optimised and delivering on their objectives.

## **Everyone's responsibility**

Everyone at ATG is expected to play their part in achieving our goals and upholding our core values, by:

- Committing to creating and upholding a positive, inclusive culture that nurtures potential and supports well-being.
- Playing your part in reducing our environmental impact and finding more sustainable ways of working.
- Encouraging the next generation in live entertainment by contributing to our outreach and training programmes, including mentoring students and trainees, and supporting our Creative Learning and Community Partnerships work.
- Having a positive attitude to health and safety, legal and insurance requirements and take care to understand our policies and procedures. You'll help us uphold a positive culture around meeting our obligations.

We are all expected to participate actively in the life of the company, and opportunities will arise for you to collaborate with others across the business. Everyone at ATG is expected to be flexible and adapt as the needs of the business change, taking on new or different responsibilities as the need arises.

## **Your skills, qualities and experience.**

To be successful in this role you will need to be an experienced CRM Manager with line management and stakeholder management experience. Robust knowledge in CRM systems, strategy, execution, reporting and automation is also a key requirement for this role.

### **Key responsibilities:**

- Manage, mentor and develop a team of 7 enthusiastic CRM executives; ensuring that they provide a high level of service to venue teams and key stakeholders
- Play a key role in strategic planning of ATG CRM in all aspects
- Responsible for briefing and guiding CRM team in delivery of CRM strategy
- Responsible for building, optimising and maintaining automated customer journeys
- Build and manage key stakeholder relationships across the business including venues, central marketing and ticketing departments
- To set and performance manage team to meet challenging KPIs
- Lead on ATG's CRM test and learn strategy to increase email engagement, conversion and reduce unsubscribe rate
- Work closely with Account Directors on West End CRM strategy and lead on delivery of campaigns
- Work closely with ATG+ team on CRM strategy and lead on delivery of campaigns
- Work closely with Food and Beverage team on CRM strategy and delivery of campaigns
- Work closely with third party and LOVEtheatre team on strategy and delivery of campaigns
- Report on email campaigns and provide valuable insights for future campaigns and strategy
- Work closely with analytics team, helping them to understand CRM campaign requirements
- Build data for direct mail campaigns and deliver to print houses
- Support global teams with CRM guidance, training and troubleshooting where necessary

### **Key skills, attributes & experience:**

- At least 5 years CRM experience, including 3 years managing direct report/s
- An ambitious leader and self-starter who is motivated by a challenge and opportunity
- Creative flair, confident and thinks outside the box
- Can work in a fast-paced environment and able to manage multiple projects at once
- A team player and able to collaborate closely to deliver email campaigns on time and successfully

- Experience in performance marketing and meeting challenging KPIs
- Strong communication, ability to write engaging copy for a range of different audiences
- Attention to detail, able to quickly proof several email communications accurately
- A desire to learn and develop in the role
- Appetite to develop and learn about CRM technology and techniques and pass this knowledge on to the CRM team
- Experienced in using Email service provider systems (Experience with Acoustic an advantage)
- Experience executing marketing emails and using CRM systems with the ability to measure and improve campaign performance an advantage and good understanding of campaign KPI performance metrics
- Experience in short term contracts and consulting an advantage
- Awareness of data protection regulations
- Basic coding skills required

**Location:** Central London Office with part time remote working