



Group Sales Advisor

About us

ATG Entertainment is proud to stand at the forefront of the live entertainment industry.

Our expertise and capabilities enable producers and other creatives to bring their visions to life and create unforgettable performances for audiences, presented in our landmark venues and delivered with exceptional hospitality. It is the passion of our teams, that cover every discipline across the live entertainment industry, that underpins our continuing strategic growth and success.

We own, operate or programme some of the world's most iconic venues; ATG Entertainment manages 64 venues across Britain, the US and Germany.

We are the world leader in theatre ticketing; We process more than 18 million tickets every year for hit musicals, acclaimed plays, concerts, comedy shows and a variety of other live events across the UK, US, and Germany.

We present the world's best live entertainment in our venues; working alongside the world's leading producers and creative artists, our venues present an extraordinarily diverse range of top-quality entertainment.

We produce award-winning shows; our in-house production team, ATG Productions, are dedicated to producing critically acclaimed, commercially successful and creatively ambitious work for the West End, Broadway, Continental Europe and beyond.

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

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 entertainment, 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 Entertainment 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.

We are a Disability Confident Committed Employer, which means that we are taking action to ensure that people with disabilities and long-term health conditions feel supported, engaged and able to fulfil their potential in the workplace. We will offer an interview or recruitment event to disabled candidates who tell us they wish to participate in the scheme and who demonstrate in their application that they best meet the essential criteria for the role. Where we receive more applications than we are reasonably able to interview for any given role, we will retain applications for the next available interview opportunity wherever possible.

If you'd like to discuss accessibility prior to applying, please email recruitment@atgentertainment.com for a confidential discussion.

The Group Sales Advisor Role

This role reports to the Regional Groups Manager and is based in ATG's Customer Contact Centre in Sunderland.

You'll be the first point of call for all group bookers, whether they are corporate, individuals or schools, purchasing via ATG Tickets.

Key responsibilities

- Accurately process telephone and email requests from any group booker, maintaining good relations and customer care practices.
- Assist in the maintenance of the groups database ensuring up to date information is held regarding group bookers.
- Have a comprehensive product and venue knowledge in order to be able to satisfy customer expectations.
- Proactively up sell any suitable retail offers or packages.
- Print and dispatch all group booking confirmation letters and group tickets as required.
- Assist with the general administration of the Group Sales function.
- Administer all payment transactions accurately with no discrepancies in order to minimise loss of income and fraud.
- Ensure that procedures for banking and reconciliation are followed, including payment reconciliation.
- Communicate with venue Marketing & Sales Departments and process bookings generated by them.
- Be proficient in the use of the computerised ticketing system.
- Be flexible in selling in line with policies from time to time established as part of marketing campaigns.
- Maximise ticket sales revenue and sell proactively from every interaction with a potential customer.
- Keep up to date knowledge of productions, events, education activities, loyalty schemes and retail packages etc. and to utilise such knowledge as part of a sales technique.
- Attend departmental / team meetings and training courses as required in order to further personal development and contribute to sales and marketing initiatives to coach colleagues as requested.
- Collect patron data in accordance with company guidelines regarding GDPR and to ensure accurate data is collected in order to maximise efficiency in future sales and marketing campaigns.
- Adhere to Ambassador Theatre Group's Health and Safety at Work policies, and to behave so as to minimise the risk of accident and injury (of self, or of colleagues and customers).
- Other duties and responsibilities as may from time to time be reasonably required by the management team including assisting with general on sales.
- Undertake all duties in a way that contributes to the Ambassador Theatre Group's vision and values to ensure you are providing excellent customer service, dealing efficiently and effectively with any customer feedback both internally and externally.

Everyone's responsibility

Everyone at ATG Entertainment 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 Entertainment 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.

If you are able to demonstrate many of the essential criteria, we encourage you to apply, and welcome transferable skills from other industries or backgrounds. We can give experience of any desirable criteria but may also use them to decide between candidates for this role.

Essential

- You're passionate about delivering great Customer Service.
- You remain calm under pressure
- You communicate clearly and confidently
- You will enjoy working in a team in a fast paced environment
- You demonstrable experience to meet or exceed targets

Desirable

- Outbound Sales Training
- Receives positive feedback from customers / colleagues / management