

**Sales and Development Manager - Liverpool Empire Theatre**

**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.  
  
The **Liverpool Empire Theatre** is the largest two-tier theatre in the country, hosting the best in touring theatre productions including musicals, opera, ballet and comedy. This iconic venue plays a crucial role in the cultural offering of the Liverpool City Region and celebrates its 100th anniversary in 2025.

**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](mailto:recruitment@atgentertainment.com) for a confidential discussion.

**The Sales and Development Manager Role**

You’ll report to the Head of Marketing and Communications and the Theatre Director. You’ll also work closely with the venue’s marketing team, and the wider team across the Liverpool Empire Theatre.

Your role will be to foster relationships with businesses and individuals, with the aim of growing revenues from sponsorships, business partnerships, and corporate memberships. Also, to increase the presence of the theatre across corporate and civic life, in both the city and wider region and to plan and report on this work as appropriate.

**Key responsibilities  
  
SPONSORSHIP**

* To develop a suite of sponsorship opportunities across the venue. This will include naming rights to spaces within the building and opportunities to be associated with, or provide client entertainment at, shows.
* To work with the Creative Learning team to identify related opportunities in that area of the business.
* To identify and approach companies and individuals who may be interested in these opportunities.
* To ensure that all such opportunities are in the long-term interests of ATG.
* Where appropriate to liaise with other interested parties e.g. show producers.
* To produce documentation and marketing materials to promote these opportunities

**PARTNERSHIPS**

* To develop a suite of partnership opportunities, this will include:

Ticket packages for hotels and restaurants so that they can sell our tickets as part of their marketing and therefore increase our ticket sales whilst reaching a new audience.

Promoting the opportunities at all our venues for staff and client entertainment, and event hosting

* Develop group sales from the local business community.
* To take the lead in working alongside external partners to drive sales from the tourist market and other visitors to the area.

**DEVELOPING CORPORATE RELATIONSHIPS**

* Attend corporate and other appropriate events to develop our relationships with the corporate sector in the area.
* Advise the Theatre Director on events they should be attending.
* Be the venue’s main point of contact with the Chamber of Commerce and other similar groups.
* Host corporate / group events at the theatre to showcase the venue to businesses.
* Attend press / opening nights of shows where applicable to network and showcase the venue to businesses and clients.
* To conduct venue show rounds / client visits to showcase the venue.

**BUDGET AND FINANCE**

* To calculate the cost and return of every potential sponsorship and partnership opportunity to ensure there is sufficient return for ATG.
* Working alongside the Theatre Director/Head of Marketing and Communications to set an appropriate budget – including income and expenditure targets.
* To liaise with central finance personnel to ensure that all sponsorship income and expenditure is properly recognised within the accounts – especially where the income has been part of wider deal.
* To achieve all net income targets.
* In conjunction with other relevant ATG personnel produce appropriate contracts for agreed sponsors and partners.
* Manage own pipeline and effectively track opportunities across the year.
* Create and present monthly sales reports to update management on opportunities.

**OTHER DUTIES**

* To liaise with colleagues in other ATG venues in order to recognise joint initiative opportunities.
* To oversee our seat dedication scheme: Sponsor a Seat.
* Maintain positive client relations with third party productions.
* Undertake any such duties and training as may be considered reasonable for this role.
* This post is salaried. It will involve an amount of evening and weekend work to attend some opening nights and other events. There is no overtime payment but time off in lieu can be taken.

**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.**

* Highly numerate with regards to experience in budget management
* Experience of project managing; generating ideas, driving process and evaluating success
* Experience of customer-focused sales
* Ability and confidence in managing relationships
* Experience of working with design agencies and producing marketing material
* Excellent verbal and written communication skills
* Creative problem solver and confident decision maker
* Strong presentation skills
* Experience of working in a fast-paced environment, managing multiple projects at once
* Proactive and flexible attitude, ability to effectively prioritise
* Experience of working other partners and suppliers to tight deadlines
* Absolute attention to detail