



Marketing Manager

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 Marketing Manager Role at Sunderland Empire

Join the dynamic team at Sunderland Empire as **Marketing Manager**, where you'll play a pivotal role in promoting a diverse range of shows—from major West End productions to leading comedians, pantomime to performances showcasing local talent. Reporting to the Head of Marketing & Communications, you'll work closely with the Communications Manager, Sales and Development Manager, Box Office team and delegate tasks to the Marketing and Communications Coordinator.

Your Role:

- **Lead campaigns:** Plan and execute impactful marketing campaigns for a variety of shows, driving ticket sales and audience engagement.
- **Collaborate effectively:** Work with internal teams and external organisations to optimise campaigns and maintain strong relationships with media and suppliers.
- **Maximise revenue:** Identify sales opportunities, analyse performance, and collaborate to increase occupancy and ticket sales.
- **Drive innovation:** Support with the promotion ATG's loyalty schemes, creative learning activities, food and beverage offer and run initiatives to enhance the venue's profile and brand.

Key responsibilities

- Work in close collaboration with venue and central colleagues to plan and deliver powerful and effective marketing campaigns covering all types of marketing activity, whilst aligning with corresponding communications plans.
- Oversee the day-to-day relationship with our marketing agency AKA and any other third-party media contacts. Maintain excellent long- term relationships with suppliers in general and secure effective return on investment.
- Manage and build relationships with show producers and promoters to agree marketing budgets and sales targets.
- Work to agreed sales and audience targets and manage agreed campaign budgets and reporting.
- Ensure accurate and timely set up for priority and public booking periods and associated activity.
- Collaborate on and deliver marketing campaigns to drive ATG's loyalty scheme, sponsorship commitments, venue F&B marketing, Creative Learning activities, and other ATG concepts and initiatives, as well as contributing to campaigns intended to promote the profile and brand of the venues.
- Manage the design and distribution of our What's On guide.
- Collaborate with the Regional Revenue Management team to constantly evaluate sales performances and consider initiatives and tactics to drive occupancy and average ticket price.
- Collaborate with ATG's Data and CRM teams to identify and test opportunities to grow audience and sales, including to underrepresented audience groups.
- Brief outbound group sales campaigns to ATG's Contact Centre team.
- Deliver sales analysis and reports, and robust and meaningful campaign evaluation to demonstrate the effectiveness of marketing activity and translate to learnings for future campaigns.
- Collaborate with colleagues across Box Office, Sales & Development, Customer Experience and other venue and central teams.
- Line management / deputising for Head of Marketing and Communications

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.

- **Team player:** Excellent at building relationships and collaborating effectively.
- **Analytical thinker:** Confident in analysing data, managing budgets, and sales evaluation.
- **Project manager:** Skilled at running multiple creative campaigns simultaneously in a fast-paced environment.
- **Theatre enthusiast:** Passionate about live entertainment and ATG's mission.
- **Line manager:** someone who can set tangible goals and motivate direct reports and peers.

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.

**sunderland
empire**
The West End of the North East
AN ATG ENTERTAINMENT VENUE