



Lead Product Designer - Growth

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 Lead Product Designer Role

As a Lead Product Designer you will be working within an agile environment, applying your product design knowledge to real-world digital products and services. You will lead a team of Product Designers, focused on several strategically important growth initiatives – including native apps, agency ticketing, and a focus on customer acquisition. In addition to leading a team, you will be willing and able to leverage your hands-on design skill set as required.

This role is based in our head office in London's West End, with 1-2 days in office per week. You'll report to the Director of Product (with an additional dotted-line to the Head of Product Design), and work day-to-day within your design team which is part of a broader Product & Engineering team. You will also work closely with stakeholders in the UK and US, such as the Venue Ticketing and Agency Ticketing teams, Food & Beverage teams, Marketing teams and other colleagues to build customer-centric experiences.

This is a pivotal role to shape the user journey and experience for one of the world's leading live entertainment ticketing companies, ATG Entertainment– both for our audiences as well as the producers we serve. We want you to drive product design development from end-to-end, including research, ideation, detailed design, and delivery across multiple products and areas.

Key responsibilities

As a Lead Product Designer, you will demonstrate your ability to:

- Work closely with the Head of Product design to lead the design vision, strategy, and execution across the Growth teams
- Own the Growth KPIs, and help the teams understand how to impact them through experimentation, customer insights and data
- Collaborate with Product Managers, Engineers, Data Analysts, Marketing and operational teams to lead growth initiatives that bring incremental new customers whilst improving the overall customer conversion experience
- Collaborate closely with Research to support discovery and testing, utilise Service Design methodologies to enhance omnichannel experiences through the different services, products and systems.
- Be a strong communicator, able to liaise with different stakeholders to understand their roadmaps and requirements, and influence them with clear rationale and data
- Work with our design language system to raise product design standards, adoption of the system, and evolve the ATG brands
- Ensure our products are accessible, inclusive and localised following our standards.
- Mentor and coach the Product designers in the Growth team.

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

- Proven track record in an Agile environment (ideally combining start-up and corporate experience), balancing ux strategies with business needs
- Experience as a Growth Product Designer, working in collaboration with Marketing on new customer acquisitions
- Experience end-to-end product design development in responsive web and native apps
- Experience navigating ambiguity and make decisions across intricate projects and diverse teams, thriving in fast-paced environments.
- Proven track record of making a big impact through data-driven experimentation, and customer insights
- Proven track record in leading design teams of 3 or more direct reports
- Excellent skills in recruiting, onboarding and developing product designers, providing clear direction, support and continuous feedback.
- Excellent understanding of Design systems to ensure accessibility, scalability, localisation and branding
- Outstanding communication and leadership skills, with the ability to turn data and user insights into compelling stories to influence stakeholders and motivate your team
- Excellent senior stakeholder management and negotiation skills

Desirable

- Experience working in multi-market, product-led companies
- Experience in a high-volume ecommerce environment, such as retail, travel, entertainment or similar

Tools

- Figma
- Userlytics
- Axure RP
- Tokens Studio for Figma
- Miro
- Hotjar
- Looker