



## Deputy Ticketing & Sales 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](mailto:recruitment@atgentertainment.com) for a confidential discussion.

## The Deputy Ticketing & Sales Manager Role

This role is based between Manchester Palace Theatre & Opera House.

You'll report to the Ticketing & Sales Manager and be responsible for a small team of Customer Service hosts in the absence of the Ticketing & Sales Manager.

The deputy will provide the right environment for Customer Service Hosts to be correctly trained, developed and motivated to ensure that the audience receive the best service possible, whether the Deputy and Manager are on site at the time. You'll ensure that specific ticketing processes are adhered to so that the budget targets are met and will need to deputise for the Ticketing & Sales Manager as and when needed.

The box office opens to counter customers 90 minutes prior to each show and whilst most of our sales are carried out either online or via the ATG Contact Centre, you will be expected to work a portion of your hours covering this counter time. In the absence of yourself or the Ticket & Sales Manager, this counter time will be resourced by a pool of casual Customer Service Hosts and you will have the responsibility for the training, line management and performance of these staff members, in line with their job description.

In this role it is essential to be pleasant and collaborative in your approach to work, liaising and communicating effectively with the wide range of customers, clients and colleagues you will come across each day.

## Key responsibilities

### Optimising Sales and Revenue

- Personally sell and cross-sell to customers tickets, packages, memberships and retail products in accordance with ATG Company and Venue guidelines and administer all payments accurately in order to maximise sales and minimise loss.
- Ensure the sales of PP Seats and Ambassador Experiences are sold at maximum price and volume and that regular reporting is maintained.
- Proactively support marketing campaigns and any current revenue management initiatives, both providing ideas if they occur and encouraging the team to do the same.
- Ensure all marketing collateral in the Box Office areas are up to date and relevant to achieving sales targets.
- Support the development and successful implementation of new technologies or initiatives by central ticketing and IT Teams.

### People

- Ensure the most efficient, adequate and cost-effective staff cover by preparing the weekly staffing rota for customer service hosts, where additional cover is required supplement full-time staff.
- Resolve customer service problems and initiate corrective action and liaise and inform with the Ticketing & Sales Manager on progress.
- Enable Customer Service Hosts to be trained, proficient and knowledgeable in:
  - Customer Service from the beginning of the customer experience to the end
  - Health & Safety
  - Current Sales technology and any successive IT to maximise sales
  - Access Membership Scheme and requirements of accessible performances
  - Data protection and privacy best practise
  - Company and Venue policies
- Manage staff issues as they arise including performance management & disciplinaries and apprise the Ticketing & Sales Manager of any issues.
- Provide leadership and motivation to the team by example and encourage and support the team to develop.
- Should the need occur, to act as Ticketing & Sales Manager on site.

## **Processes**

- Communicate as needed with Producers, Agents, Venue Management, Marketing, Customers, Central Ticketing and Revenue Management teams.
- Liaise with Management, Ticket Agents and visiting companies to administer ticketing allocations and reporting requirements.
- Accurately check and sign off new shows and maintaining the additions of all packages.
- Ensure and complete patron data is collected and maintained at every opportunity, liaise with Contact Centre and central Groups in resolving customer and ticket queries.
- Liaise with Company Managers and manage ticket requests and cast allocations.
- Review and release company and technical holds in conjunction with visiting companies and technical teams.

## **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.**

We welcome transferable skills from other industries. If you can demonstrate many of the essential skills, qualities and experience we encourage you to apply. We are able to provide training where necessary.

## **Essential**

- Ability and confidence in managing relationships with creative teams, treating differing views with discretion and diplomacy.
- Excellent verbal and written communications skills
- Creative problem solver and confident decision maker
- Experience of working in a fast-paced environment, managing multiple projects at once
- Proactive and flexible attitude, ability to effectively prioritise
- Experience of working with other partners and suppliers to tight deadlines
- Enthusiasm for/ interest in the theatre and the work of ATG
- Absolute attention to detail