

**eCommerce Executive**

**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 eCommerce Executive Role**

This role is based at Shaftesbury office where you’ll report to the eCommerce Trading Manager and be responsible for the daily on sale schedule and campaign landing pages. You’ll also work closely with various departments across the business from Ticketing, Marketing, Sales, and Venue teams.

This role is for an engaged and enthusiastic eCommerce professional with previous experience working in a fast-paced eCommerce environment. This role will be responsible for the day-to-day management and optimisation of all ATG websites and the set-up of shows and events going on sale. The role also entails coordinating campaign requirements and working with internal teams to deliver plans to agreed timelines across different sites.

**Key responsibilities**

**Website Content Management**

* Responsible for day-to-day management of all ATG websites. Populating site pages using different content management systems ensuring content and creative assets are accurate and up to date.
* Building show pages and following announcement, presale and on sale schedules Communicating with wider teams to coordinate show launch timings and to participate with on sale planning.
* Utilise ticketing systems to manage show details, ensuring all information are accurately populated.
* Responsible for site merchandise, including copywriting, asset management (artwork and videos) across all ATG websites.
* Support venue teams with online requests and updates to keep website pages up-to-date and to align with business objectives.
* Maintaining the overall site to ensure optimal site conversion whist maintain a seamless customer journey.

**Campaign Coordination**

* Co-ordinate campaigns from start to completion with various marketing channel owners.
* Managing and prioritising multiple projects simultaneously with excellent attention to detail.
* Build landing pages such as Mother’s Day, Local Heroes, Competition pages, with a focus of UX, content optimisation and site merchandising.
* Develop close working relationships with channel owners, to ensure all deliverables are met and campaign planning is communicated and organised well.
* Use web analytics tools to monitor performance and evaluate campaigns to provide valuable insights for future improvements and customer engagement.

**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**

**Desirable**

* Strong written and verbal communication skills.
* Experience with content management systems such as Contentful, WordPress, Umbraco.  
  Experience in project management and coordinating multiple campaigns.
* Knowledge of web analytic tools such as Google Analytics and understanding of marketing pixel tracking on websites
* Any eCommercer app experience would be advantageous specifically for app content (both web view and native app)