

**Communications Officer**

**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 Communications Officer Role**

You’ll report to the Head of Marketing and Communications, or the Marketing Manager in their absence.

You will play a key role in the team by implementing effective press and social media campaigns for weekly tours and one-night concerts, through liaison with the media as well as directly with audiences.

The purpose of the Communications Officer role is to raise the media profile of the venue and visiting shows by creating and delivering creative campaign ideas, content & copy, stunts, or other events that get widely noticed and talked about, and drive ticket sales. In this exciting and varied role, you'll play a key role in managing our media profile, both on and offline, combining inventive social media techniques with media relations, to firmly establish the venue’s position within the local community and reach the largest possible audiences.

Crisis communications and attendance at press nights is an integral part of your responsibilities so some evening and occasional weekend working is part of this role, for which time off in lieu can be taken by prior arrangement.

This is a full-time, permanent role based at The Alexandra, Birmingham.

**Key responsibilities**

* Plan and implement powerful and effective communications campaigns for print media, digital and social media as directed by senior colleagues, which are closely linked to corresponding venue and show marketing campaigns and initiatives.
* Deliver the venue's social media communication with strategic support from the Head of Marketing & Communications and central ATGE teams. Generating content and monitoring and managing channels in order to grow the reach and engagement with as broad of an audience as possible.
* First point of contact for all day-to-day venue or show related external communications, press enquiries or PR related matters.
* Issue press releases, pitch feature ideas, competitions, photo calls and photographs to the media to achieve campaign objectives.
* Identify opportunities and establish relationships with traditional media, online channels, and local influencers, in order to establish a high profile both on and offline for Birmingham Theatre locally, regionally and nationally.
* Prepare media statements in a consistent tone of voice and support the Head of Marketing & Communications or Theatre Director in spokesperson duties when necessary.
* Nurture strong and meaningful relationships with producers and their communications agencies.
* Set up, organise, and attend press nights, photo calls, publicity stunts and interviews with the media, working with other team members where applicable.
* Use data analysis and media monitoring to evaluate campaigns, maintain the media archive, and feed into future planning. Support senior colleagues with activity aligned with venue and show campaigns and take on delegated project work.
* Undertake training and develop skills that will benefit The Alexandra, Birmingham
* Ensure that all activity is carried out as efficiently and effectively as possible.

**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.

* Experience of working in media communications.
* Strong social media management experience and an understanding of social media trends.
* Team player with good interpersonal skills and the ability and confidence to manage relationships with journalists, celebrities, and other partners.
* Excellent verbal and written communication skills.
* Experience of dealing with crisis communications and processes.
* Absolute attention to detail.
* Ability to effectively prioritise a varied workload.
* Knowledge of ticketing systems, Sprout Social. Google Analytics, Adobe Photoshop, or other design suites,
* Enthusiasm for and interest in theatre marketing & communications and the work of ATGE
* Previous experience working in a communications role or similar environment.
* Creative problem solver and confident decision maker.
* Proactive and flexible attitude.
* The ability to work independently just as much as working with a team and wider colleagues.
* Enthusiasm for exploring new initiatives.
* An understanding of the Arts and Theatre community in and around Birmingham.