



## Head of Marketing & Communications

### 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 Head of Marketing & Communications Role**

You'll report to the Theatre Director and be responsible for the venue Marketing & Communications, and Ticketing & Sales team.

This is a critical role in driving the impact of ATG Entertainment's marketing and communications and is pivotal to our long-term growth strategy. You will lead all marketing & communications for the Venue that effectively drive ticket sales and revenue for ATG Entertainment, and lead the strategic direction and decision making for the Mar-Coms team, managing and inspiring team members to exceed expectations.

In addition, you will drive the synergy between the Marketing and Communication disciplines and also work closely with central ATG Entertainment teams on broader marketing initiatives or key disciplines such as Data or CRM, while instilling a culture of effectiveness to constantly improve ATG Entertainment's marketing intelligence.

## **Key responsibilities**

### **Marketing & Communications campaigns (Mar-Coms)**

- Responsible for the strategy of all Venue marketing campaigns. Leverage local experience and audience insights, provided by the Central Marketing team, to deliver ever more successful campaigns.
- To provide leadership and direction to the Venue's Mar-Coms team in overseeing the delivery of all campaigns that increase awareness & buzz, ticket sales and ATG Entertainment revenue.
- Responsible for driving creative marketing campaigns & communication ideas, partnerships, content, and PR stunts that are highly effective and get widely noticed and talked about.
- Develop the Venue's media and communications strategy (on/offline), thereby raising the profile of the venue and its activities in the community.
- Serve as the ultimate Mar-Coms lead for all Producers, Agencies, media or other partners with regard to show or Venue campaigns and initiatives. Cultivate strong relationships with all producers and third parties.
- Ensure the effective creation, delivery, accuracy and reporting of all Venue and show Mar-Coms campaigns by the team. Constantly review campaigns and challenge them to be ever more efficient and effective in reaching objectives.
- Oversee the strategy, content and management of all social channels with the Mar-Coms team, to ensure healthy growth and engagement metrics.
- Working closely with the Membership Manager to establish and implement membership initiatives and offers that grow this valuable audience. Ensuring all roles within the Mar-Coms team provide specialised support in growing the membership strategy in-Venue.
- Support the Theatre Director in implementing marketing activity that delivers on sponsorship agreements and objectives as agreed by the Theatre Director. Harness the full team's support as required. Provide support & Marketing expertise to other ATG Entertainment concepts, initiatives & campaigns as required.
- Engage the Mar-Coms team in providing necessary marketing expertise and support to other ATG Entertainment concepts, initiatives & campaigns as required.
- Support the Theatre Director in implementing marketing and communications activity that delivers on Venue F&B budgets and targets.
- Accountable for excellent long-term relationships with suppliers and for effective return on investment.
- Be the guardian and champion of the theatre brand at all times.
- To consistently maintain ATG Entertainment Marketing principles and pricing for all services.

### **Audience & Sales Development**

- Facilitate close collaboration with Revenue Management to constantly evaluate sales performance and consider initiatives and tactics to improve occupancy and ATP. Ensure the team focus is on shows that offer the greatest revenue opportunity.

- Play a leading role in forecasting sales & revenue targets, working collaboratively with the Theatre Director/General Manager and Finance Team to constantly inform and review forecasting estimates.
- Accountable for delivering agreed sales and audience targets for ATG, managing agreed campaign budgets and reporting.
- Collaborate with ATG Entertainment's Data & CRM team to identify underrepresented audience groups and work to redress through short and long-term strategies.
- Partner with ATG Entertainment Marketing & Data teams in identifying opportunities for test initiatives that grow audience and sales.
- Oversee all Marketing initiatives such as outbound group sales campaigns to the Contact Centre and work collaboratively to ensure successful growth.
- Manage an on-sale calendar that seeks to maximise the impact and sales of show announcements and is consistent and in line with ATG Entertainment Central processes.

### **Community & network development**

- Identify and lead strong relationships with traditional media, online channels, and local influencers (commentators/ celebrities/ influencers/ bloggers/ social media/ key organisations) and extend the Venue's footprint in under-represented communities.
- To support the Theatre Director/General Manager in raising the "glamour profile" of the theatre within the overall cultural landscape through events, content and partnerships.
- Champion the communications role within the business and influence Producers and Agencies in realising key activities to raise the profile of shows and the Venue.
- Support ATG Entertainment marketing teams in identifying opportunities for test initiatives that grow awareness, engagement, audience and ultimately sales.

### **Reporting & evaluation**

- Ensure the team adheres to ATG Entertainment briefing, reporting and other key processes in order to ensure an efficient and consistent way of operating and learning across the company.
- Create and drive a culture of marketing effectiveness within the local team by instilling the importance and discipline of reporting and evaluation to support ATG Entertainment's collective drive to increase marketing intelligence. Ensure effective budget tracking & reporting is carried out on all activities.

### **Management & Collaboration**

- Line manage, develop and motivate staff in a manner in keeping with ATG Entertainment values. Provide specific support to the Mar-Comms team, when required, to establish influential relationships in the community, or land initiatives that will provide valuable exposure and standing for the venue.
- Serve as an active leader in the ATG Entertainment marketing community by proactively contributing in seminars and cross-venue initiatives and Centrally-led strategies or initiatives (e.g. Data/ CRM/ Membership).
- Be proactive and collaborative in working with ATG Entertainment's Account Director/Managers and other Central teams by ensuring the processes and procedures required for effective management are conducted in a timely manner by the team.
- Proactively drive good relationships with other Venues for marketing collaboration on shared tours, as well as broader cross-promotional tactical activity.
- Engage in frequent contact with the Revenue Management and Ticketing teams to discuss dynamic pricing strategies, tactical discounting, allocations, promo activity and on-sale activity across the programme.
- Liaise closely with the ATG Entertainment Programming team in planning and launching events and seasons, and in dealing with producers' queries.
- Any other duties as reasonably requested to carry out.

### **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:**

- An inspiring and persuasive leader with excellent interpersonal skills. Maintain the ability to secure the trust of Producers and respect of clients for long-term success.
- Highly numerate and analytical in regard to sales, audience data and budget management.
- Considerable experience of project managing complex creative campaigns: generating ideas, driving process and evaluating success.
- An experienced marketing and communications practitioner with a curious disposition to try new approaches and take calculated risks. An appetite for innovation.
- An attention to detail that ensures theirs and their team's work is always of the highest standard and representative of marketing excellence.
- A team player, working collaboratively and professionally with all ATG departments / colleagues and external stakeholders.