



Marketing & Communications Assistant

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 Marketing & Communications Assistant Role

You'll report to the Marketing & Communications Manager and work closely with the rest of the Marketing & Communications team.

The Marketing & Communications Assistant provides crucial support and administrative provision to the wider Marketing & Communications team by implementing effective marketing and communications campaigns that drive ticket sales and revenue for ATG Entertainment. This role will assist all Venue Marketing roles in implementing aspects of innovative marketing plans and supporting all Venue Communication roles in raising the media profile and footprint of the Venue and its shows. This can include actions such as implementing campaign ideas, partnerships, content, stunts or must-attend events. This is a key role in delivering ATG Entertainment's marketing & long-term growth strategy.

This role is for 32 hours per week. This role offers flexible weekly scheduling options. For example, the successful applicant could choose to work 4 or 5 days per week.

Key responsibilities

Marketing campaigns (Mar-Coms)

- Supporting in all aspects of venue marketing campaigns, including liaising with Producers, Agencies, media or other partners on marketing activity and initiatives.
- Support the Marketing Manager and Head of Marketing & Communications Manager in all Marketing responsibilities: sourcing and creating assets, timely implementation of these across different media, liaison with media agencies and maintaining accuracy in all marketing output.
- Deliver membership initiatives and offers that grow our most valuable audiences.
- Assist the Head of Marketing & Communications in the delivery of sponsorship arrangements and other ATG Entertainment concepts, initiatives & campaigns.
- To consistently maintain ATG Entertainment Marketing principles and pricing for all services.
- Liaise with Producers & agencies to ensure that publicity materials (print, posters, pop-ups & other in-venue displays) are ordered with the correct information held and to suitable quantities. To manage the process of receiving print to the Venue as well as the effective organisation & archiving of materials.
- To distribute theatre marketing material to distribution outlets in an agreed area, to recruit new distribution outlets and to monitor and maintain the display of publicity materials (print, posters etc) within the venue and off-site.

Communication campaigns

- Contribute to the planning, delivery and reporting of creative communication ideas, partnerships, content, PR stunts that are highly effective and that will be widely noticed and talked about.
- To support and deputise for the Communications Manager in key Communications responsibilities: liaison with media contacts & PR agencies, press enquiries, as well as organising and attending interviews, events and stunts.
- To implement the social channel strategy as set by the Head of Marketing & Communications and the Communications Manager.
- Managing the theatre's digital and social media channels, maintaining accurate information, generating constantly engaging content and creating customer conversations via this channel. Monitoring and proactively managing the channels in order to grow their reach and impact.
- Proactively identify opportunities and implement activity to grow the Venue's digital presence & reach.
- Create engaging and relevant content that raises the profile of the Venue and its shows online and offline.

Audience & Sales Development

- As instructed by the Head of Marketing & Communications, work with the ATG Entertainment marketing & data teams on initiatives that grow audience and sales.

- Support the Marketing Manager and Head of Marketing & Communications Manager as required in briefing outbound group sales campaigns to the Contact Centre and work collaboratively to ensure successful growth.
- Contribute to the maintenance of the 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 opportunities and establish 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 ATG Entertainment marketing teams in identifying opportunities for test initiatives that grow awareness, engagement, audience and ultimately sales.

Reporting & evaluation

- Adhere 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.
- Support the Communications Manager in comprehensive reporting, including the effective collation of, and reporting on media coverage.
- Providing support to other venues or ATG Entertainment central teams in collating Marketing information, analysis or reports.

General duties

- Where relevant, play an active role in driving good relationships with other venues for marketing collaboration on shared tours, as well as broader cross-promotional tactical activity.
- To undertake training and develop skills that will benefit the venue.

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:

- Passion and aptitude for both Marketing & Communications.
- A team player with good interpersonal skills.
- A 'can do' proactive and flexible attitude.
- Strong social media management understanding & ideally experience in.
- Good verbal and written communications skills.
- Good organisational and administrative skills.
- Able to work in a fast-paced environment, managing multiple tasks at once.
- Enthusiasm for/ interest in the theatre and the work of ATG Entertainment.
- Absolute attention to detail.
- Enthusiasm for exploring new initiatives.

Desirable

- Experience in an Arts Organisation.
- Experience in Marketing, Communications, Copyrighting, Design, Press PR or Social Media.