



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@atgertainment.com for a confidential discussion.

The Marketing & Communications Assistant role

Based in venue at **Stockton Globe**, the Marketing & Communications Assistant provides crucial support and administrative provision to the wider Marketing & Sales team by contributing to effective campaigns that drive ticket sales and revenue for ATG Entertainment (ATG). This role will assist all venue marketing and communications roles in implementing aspects of innovative marketing plans and raising the media profile and footprint of the Venue and its activities through inventive digital marketing techniques and traditional advertising opportunities. This is a key role in delivering ATG's marketing and long-term growth strategy while establishing the venue within the local community.

Key responsibilities

Marketing

- Supporting all aspects of venue marketing campaigns, including liaising with producers, agencies, media or other partners on marketing activities and initiatives.
- Support the Head of Marketing and Communications and the Marketing Executive in all marketing responsibilities: sourcing and creating assets, timely implementation of these across different media, liaison with media agencies and maintain accuracy in all marketing output.
- Liaise with producers and agencies to ensure publicity materials and other assets have the correct information and are suitable for use. Manage the effective distribution, organisation and archiving of assets.
- Take a digital first approach to marketing, researching the latest channels and platforms to maximise reach and generate a high level of engagement with our audiences.
- Consistently maintain ATG marketing principles and pricing for all services.
- Contribute to the planning, delivery and reporting of creative communication ideas, partnerships, content and PR activities that are highly effective and that will be widely noticed and talked about.
- Assist with the implementation of the venue's social strategy, providing accurate information and contributing to the creation of engaging content.
- Monitor and proactively manage the venue's social media channels in order to grow their reach and impact, answering customer queries and contributing to conversations.
- Proactively identify opportunities and implement activity to grow the venue's digital presence and ability, ensuring the venue is ahead of the curve when it comes to digital innovation.
- Create engaging and relevant content in house that raises the profile of the venue and its shows both online and offline.
- Support the communications with media contacts, PR agencies and press enquiries when required. Occasionally contribute to the creation of press releases.

Audience & Sales Development

- As instructed by the Head of Marketing and Communications, work with the ATG marketing & data teams on initiatives that grow audiences and sales.
- Contribute to the implementation of the on-sale calendar that seeks to maximise the impact and sales of show announcements.

Community & Network Development

- Identify opportunities and establish relationships with traditional media, online channels, and local influencers (commentators/celebrities/influencers/bloggers/key organisations) and extend the venue's footprint in the local area.
- Support the ATG marketing teams in working on test initiatives that grow awareness, engagement, audience and ultimately sales.

Reporting & Evaluation

- Adhere to ATG briefing, reporting and other key processes in order to ensure an efficient and consistent way of operating and learning across the company.
- Support the team in reporting, including the collation of and reporting of coverage and competitor analysis.

General Duties

- Organise and manage all marketing and communication files and documents.
- 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.
- 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 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.

Essential skills, attributes & experience

- Passion and aptitude for both Marketing & Communications.
- Demonstrate experience in Marketing, PR or Communications.
- A team player with good interpersonal skills.
- A 'can do' proactive and flexible attitude.
- Strong social media management understanding and ideally some experience.
- Good verbal and written communication skills.
- Good organisational and administrative skills.
- Able to work in a fast-paced environment.
- Enthusiasm for and an interest in live entertainment and the work of ATG.
- A strong attention to detail.
- Enthusiasm for joining a new team at a busy time.

Desirable skills, attributes & experience

- Design experience using Canva or Adobe Creative Suite.

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.

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.