

**Brand Manager**

**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. When 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.

**Brand Manager**

You will report to the Group Head of Hospitality Concepts. You will also work closely with the Hospitality team across UK alongside ATG Marketing, Creative Agencies and Venue Operations

ATG is on a mission to reimagine and elevate hospitality within live entertainment – setting a new standard within the sector. This will require visionary brand positioning alongside consistently beautiful and persuasive communication to drive desire and awareness of all that ATG hospitality has to offer.

**Key Responsibilities**

As the Brand Manager, you will play a pivotal role in shaping and defining ATG hospitality brand proposition, ensuring it aligns with the ATG vision, mission, and values. You will lead the development and execution of compelling brand communication that resonates with audiences, stakeholders, and the wider community.

The Brand Manager will:

**Develop Brand Strategy & Proposition:**

* Revitalise the entire hospitality brand proposition to reflect ATG’s artistic vision, cultural identity, and audience engagement goals.
* Define and document the brand values, tone of voice, and visual identity in collaboration with internal teams and external partners.
* Conduct market research to understand audience perceptions, competitive positioning, and emerging trends in the live performance, hospitality, and arts sector.

**Communication Strategy:**

* Establish a promotional calendar (Valentines, Easter etc.) as well as initiatives by show genre.
* Create and oversee brand communication strategies across all platforms, ensuring a consistent narrative and messaging via CRM, online and in venues throughout the Customer Journey with clear pre, cross and upsell strategies.
* Develop clear merchandising plans for all bars, kiosks, and pop ups.
* Partner with the marketing and PR teams to design integrated campaigns that amplify the theatre’s productions and initiatives, ensuring relevance to local and global audiences.

**Creative Oversight:**

* Ensure all brand assets (logos, typography, imagery) are consistently used and evolve with ATG’s needs.
* Oversee the development of promotional materials, merchandise, and digital content to align with brand guidelines.
* Lead and inspire a cross-functional team of designers, marketers, and content creators to deliver innovative branding solutions and storytelling.
* Collaborate with directors, producers, and other creative leads to embed the hospitality brand into all aspects of theatre production and experience.
* Act as the brand ambassador, providing guidance to all internal stakeholders to maintain brand integrity in communications and public-facing activities.

**Monitoring & Analysis:**

* Use analytics and feedback mechanisms to measure brand performance and audience engagement.
* Regularly update the brand strategy to adapt to shifts in audience behavior and cultural trends.
* Review performance of marketing campaigns to ensure they deliver strong ROI.

**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 taking care to understand our policies and procedures. You will 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 can demonstrate many of the essential criteria, we encourage you to apply, and welcome transferable skills from

other industries or backgrounds.

**Essential:**

* Proven experience in brand development client or agency side, ideally within the arts, entertainment, or cultural sectors.
* Strong background in strategic planning and delivering successful branding campaigns.
* Creativity: Innovative thinker capable of generating fresh ideas that resonate with modern audiences.
* Attention to Detail: Ensures high standards are maintained across all brand touchpoints.
* Exceptional communication skills with the ability to influence and inspire diverse teams.
* A creative and analytical mindset with the ability to translate vision into actionable plans.

**Desirable:**

* Knowledge of theatre and performing arts, including an understanding of its cultural and societal role.
* Knowledge of hospitality sector, understanding the codes of premium within this space and the type of communication that works best in this space.
* Familiarity with digital platforms, social media trends, and their impact on branding.
* Experience working with diverse audiences and incorporating inclusivity into branding strategies.