



## 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, which cover every discipline across the live entertainment industry, which 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.

## Digital Hospitality Manager

You'll report to the *Group & UK Hospitality Director*. You'll also work closely with the Hospitality team across UK alongside Product, Finance, CRM, Ticketing and Venue Operations.

ATGE is on a mission to reimagine and elevate hospitality within live entertainment. This role is pivotal in bridging the gap between digital innovation and premium hospitality experiences, ensuring that every customer interaction—before, during, and after a show—is seamless, intuitive, engaging, and commercially effective.

## Key Responsibilities

### Driving Digital Transformation in Hospitality

- Act as the strategic partner to the Digital Product Team, identifying opportunities for digital enhancements that elevate the hospitality experience and drive revenue growth both within the existing digital hospitality infrastructure and a road map of future innovation within the UK
- Lead the creation of clear problem statements and 'why' briefs, ensuring digital initiatives solve real customer and operational pain points.
- Utilise customer, operational, and market insights to shape best-in-class digital experiences that meet the evolving needs of live entertainment audiences.

### Enhancing the Customer Journey Through Digital Solutions

- Lead the optimisation of digital sales platforms (app, website, mobile till points) to ensure the hospitality purchase journey is smooth, quick and premium across venues.
- Improve in venue digital marketing touchpoints, including digital signage, and in-venue digital activations that drive desire to purchase.
- Identify opportunities to streamline hospitality operations through smart technology, such as digital inventory management, automated distribution solutions (product vending machines), rota scheduling, and training solutions that empower teams to deliver exceptional customer service.

### Cross-Functional Leadership & Project Management

- Collaborate with the Group & UK Hospitality Director, Group Head of Concept, Business Directors and Director of Product to ensure digital enhancements align with ATGE's customer experience vision and commercial objectives.
- Partner with venue teams, product team, and marketing specialists to execute digital projects that maximise both commercial success and customer satisfaction.
- Lead the operational implementation of new technologies, ensuring a seamless integration across ATG venues without disrupting operations.
- Establish key performance metrics to measure success, driving continuous improvement through data and customer feedback.

## 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 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 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.

### Essential:

- Experience in digital strategy, hospitality operations, or customer experience innovation, ideally within live entertainment, hospitality, or retail.
- A customer-first mindset, ensuring every digital initiative enhances the customer experience.
- Strong commercial acumen, balancing revenue growth with customer satisfaction.
- Exceptional project management and cross-functional collaboration skills.
- Ability to translate data-driven insights into impactful digital solutions briefs
- Excellent communication and influencing skills, engaging stakeholders across all levels.
- Familiarity with digital sales platforms, operational tech solutions, and marketing technologies.
- Have a good understanding of digital solutions available in the market, by staying in tune with industry news via conferences, showcases and networking.

### Desirable:

- Knowledge of premium hospitality experiences.
- Understanding of digital POS systems, CRM tools, and e-commerce optimisation.
- Experience in using AI, automation, or emerging technology to enhance hospitality operations.