



Deputy Ticketing & Sales 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. 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@theambassadors.com for a confidential discussion.

The Deputy Ticketing & Sales Manager Role

This role reports to the Ticketing & Sales Manager and is responsible for the rest of the venue Ticketing team in the absence of the Ticketing and Sales Manager, you will have responsibility for the training, line management and performance of these staff members, in line with their Job Description.

The Deputy Ticketing & Sales Manager assists the Ticketing & Sales Manager in ensuring that we optimise sales and revenue management. You'll be responsible for making sales, processing exchanges or other troubleshooting for customers coming directly to the venue Box Office. This includes proactively selling and cross-selling theatre tickets, memberships, packages, lounges and ancillary products.

The Deputy will provide the right environment for the venue Ticketing team to be correctly trained, developed, and motivated in order to ensure that the audience receive the best service possible, whether or not the Deputy and Manager are on site at the time. You'll ensure that specific ticketing processes are adhered to so that budget targets are met and will need to deputise for the Ticketing & Sales Manager as and when needed.

In this role it is essential to be pleasant and collaborative in your approach to work, liaising and communicating effectively with the wide range of customers, clients, and colleagues you will come across each day.

Key Responsibilities

Optimising Sales and Revenue

- Personally sell and cross-sell to customers tickets, memberships & retail products in accordance with ATG Entertainment Company and Venue guidelines and administer all payments accurately in order to maximise sales and minimise loss.
- Ensure the sales of PP seats and Ambassador Lounge seat packages are sold at maximum price and volume and that regular reporting is maintained.
- Ensure price-fixing is completed regularly on shows to maximise financial potential.
- Proactively support marketing campaigns and any current revenue management initiatives, both providing ideas if they occur and encouraging the team to do the same.
- Ensure all marketing collateral in the Box Office areas is up to date and relevant to achieving sales targets.
- Be responsible for sales and redemption reporting for SOLT theatre tokens and to order and monitor stock of tokens for sale from Box Office.
- Support the development and successful implementation of new technologies or initiatives by central Ticketing and IT teams.

People

- Support the Ticketing and Sales Manager in any required tasks relating to staff management, training and cover.
- Resolve customer service problems and initiate corrective action and liaise and inform with the Ticketing & Sales Manager on progress.
- Enable Customer Experience Hosts to be trained, proficient and knowledgeable in:
 - Customer Service from the beginning of the customer transaction to the end.
 - Health and Safety
 - Current Sales technology and any successive IT to maximise sales.
 - Access membership scheme and requirements of access performances.
 - Data protection and privacy best practise.
 - Company and Venue policies.

- Manage staff issues as they arise including performance management & disciplinaries and inform the Ticketing & Sales Manager of any issues.
- Provide leadership and motivation to the team by example – and encourage and support the team to develop.
- Should the need occur, to act as Ticketing & Sales Manager on site.

Processes

- Complete the relevant accountancy procedures, including recording daily Box Office takings and dealing with discrepancies as required.
- In conjunction with the Ticketing & Sales Manager, ensure the Sales Tracker is accurately completed and attend monthly sales meeting.
- Communicate as needed with Producers, their agents, Venue Management, Marketing, Customers, Central Ticketing & Revenue Management teams.
- Liaise as needed with Theatre management, ticket agents and visiting companies to administer ticketing allocations and reporting requirements.
- Accurately check and sign off new shows and maintaining the additions of Ambassador Lounge seat packages.
- Ensure that accurate and complete patron data is collected and maintained at every opportunity. Liaise with the Contact Centre and Groups Contact Centre in resolving customer and ticket queries.
- Liaise with Company Managers and manage ticket requests and cast allocations.
- Review and release company and technical holds in conjunction with Venue Management, Sales & Development Manager, Visiting Companies and Technical teams.

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 can 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

- Experience of leading a team to maximise sales and achieve targets
- Experience of working in a sales-focussed role or environment
- Ability and confidence in managing a diverse team, treating differing views with discretion and diplomacy, and the ability to positively and pro-actively engage with all staff at all levels
- Creative problem solver and confident decision maker
- Proactive and flexible attitude, including with regards to working hours
- Ability to effectively prioritise
- Excellent written and verbal communication skills with both colleagues and customers

- Positive and solution-focused, with ability to think creatively to drive revenue and reduce costs
- Enthusiasm for/ interest in the theatre environment, and the work of ATG Entertainment
- Good attention to detail

Desirable

- Previous experience working in a ticketing role or similar environment