



## Head of Marketing and Communications

### 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](mailto:recruitment@atgentertainment.com) for a confidential discussion.

## **The Head of Marketing and Communications Role**

You'll report to the Theatre Director and be responsible the whole MarComms team. You'll also work closely with Ticketing and Sales, and central ATGE departments.

New Theatre Oxford is looking for an experienced, strategic, and inspirational Head of Marketing and Communications to lead the marketing, campaigns, PR and communications functions for the theatre to drive ticket sales and revenue for the venue.

The Head of Marketing and Communications will lead the strategic direction and decision making for the Marketing & Communications team, managing, and inspiring them to exceed expectations and continually improve the audience and producer experience.

Reporting to the Venue Director and working with colleagues across ATGE, the Head of Marketing & Communications will instil a culture of effectiveness to constantly improve marketing intelligence that drives audience growth and customer experience.

## **Key responsibilities**

### **Marketing & Communications campaigns**

- Responsible for the strategy of all Venue marketing campaigns. Leverage local expertise and audience insights to deliver ever more successful campaigns.
- To provide leadership and direction to the Venue's marketing and communications team in overseeing the delivery of all campaigns that increase awareness & buzz, ticket sales and ATGE revenue.
- Responsible for driving creative marketing campaigns & communication ideas, partnerships, content, and PR stunts that are highly effective and get widely noticed and talked about.
- Develop the Venue's media and communications strategy (on/offline), thereby raising the profile of the venue and its activities in the community.
- Serve as the ultimate Mar-Coms lead for all Producers, Agencies, media, or other partners with regard to show or Venue campaigns and initiatives. Cultivate strong relationships with all producers and third parties.
- Ensure the effective creation, delivery, accuracy and reporting of all Venue and show Mar-Coms campaigns by the team. Constantly review campaigns and challenge them to be ever more efficient and effective in reaching objectives.
- Oversee the strategy, content, and management of all social channels with the Communications Manager, to ensure healthy growth and engagement metrics.
- Working closely with the Membership team to establish and implement membership initiatives and offers that grow this valuable audience. Ensuring all roles within the Mar-Coms team provide specialised support in growing the membership strategy in-Venue.
- Support the Venue Director in developing, nurturing, and managing sponsorship agreements
- Implementing marketing activity that delivers on sponsorship agreements and objectives. Harnessing the full team's support as required.
- Engage the Mar-Coms team in providing necessary marketing expertise and support to other ATGE concepts, initiatives & campaigns as required.
- Accountable for excellent long-term relationships with suppliers and for effective return on investment.
- Guardian and champion of the theatre brand at all times.
- To consistently maintain ATGE Marketing principles and pricing for all services.

### **Audience & Sales Development**

- Facilitate close collaboration with Revenue Management to constantly evaluate sales performance and consider initiatives and tactics to improve occupancy and ATP. Ensure the team focus is on shows that offer the greatest revenue opportunity.
- Take a lead role in forecasting sales & revenue targets, working collaboratively with the Venue Director and Finance Team to constantly inform and review forecasting estimates.
- Accountable for delivering agreed sales and audience targets for ATGE, managing agreed campaign budgets and reporting.

- Collaborate with ATGE's Data & CRM team to identify underrepresented audience groups and work to redress through short and long-term strategies.
- Partner with ATGE Marketing, Hospitality & Data teams in identifying opportunities for test initiatives that grow audience and sales.
- Oversee all Marketing initiatives such as outbound group sales campaigns to the Contact Centre and work collaboratively to ensure successful growth.
- Manage an on-sale calendar that seeks to maximise the impact and sales of show announcements and is consistent and in line with ATGE Central processes.

### **Community & network development**

- Identify and lead strong 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 the Venue Director in raising the profile of the theatre within the overall cultural landscape through events, meetings, content, and partnerships.
- Champion the communications role within the business and influence Producers and Agencies in realising key activities to raise the profile of shows and the Venue.
- Support ATGE marketing teams in identifying opportunities for test initiatives that grow awareness, engagement, audience and ultimately sales.

### **Reporting & evaluation**

- Ensure the team adheres to ATGE briefing, reporting and other key processes to ensure an efficient and consistent way of operating and learning across the company.
- Create and drive a culture of marketing effectiveness within the local team by instilling the importance and discipline of reporting and evaluation to support ATGE's collective drive to increase marketing intelligence.
- Ensure effective budget tracking & reporting is carried out on all activities.
- Create, manage, and update budgets, ensuring good cost control and ROI

### **Management & Collaboration**

- Line manage, develop, and motivate staff in keeping with ATGE values. Provide specific support to the Communications and Partnerships Manager, when required, to establish influential relationships in the community, or land initiatives that will provide valuable exposure and standing for the venue.
- Serve as an active leader in the ATGE marketing community by proactively contributing to seminars and cross-venue initiatives and centrally led strategies or initiatives (e.g., Data/ Hospitality/ CRM/ Membership).
- Be proactive and collaborative in working with ATGE's Account Director/Managers and other Central teams by ensuring the processes and procedures required for effective management are conducted in a timely manner by the team.
- Proactively drive good relationships with other Venues for marketing collaboration on shared tours, as well as broader cross-promotional tactical activity.
- Engage in frequent contact with the Revenue Management and Ticketing teams to discuss dynamic pricing strategies, tactical discounting, allocations, promo activity and on-sale activity across the programme.
- Liaise closely with the ATGE Programming team in planning and launching events and seasons, and in dealing with producers' queries.
- Directly contribute to the strategic direction of New Theatre Oxford as a member of the senior management team.
- 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.**

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.

### **Essential**

- An inspiring and persuasive leader with excellent interpersonal skills. Maintain the ability to secure the trust of Producers and respect of clients for long-term success.
- Highly numerate and analytical in regard to sales, audience data and budget management.
- Considerable experience of project managing complex and numerous creative campaigns: generating ideas, driving process, and evaluating success.
- An experienced marketing and communications practitioner with a curious disposition to try new approaches and take calculated risks with an appetite for innovation.
- Proven experience in audience development and its analysis to inform decision making
- An attention to detail that ensures theirs and their team's work is always of the highest standard and representative of marketing excellence.
- A team player, working collaboratively and professionally with other departments /colleagues and external stakeholders.
- Ability to work occasional weekends and evenings as required.
- Enthusiasm for theatre and live performance.