

**Pricing & Revenue Analyst**

**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 for a confidential discussion.

**The Pricing & Revenue Analyst Role**

This role is based at ATG’s London office where you’ll report to the Head of Revenue Management.

As Pricing & Revenue Analyst you’ll create strategic on sale pricing and discount plans with external producers and marketers for a wide range of regional touring product. You will utilise data tools to analyse and clearly report on sales, as well as forecast and strategise for the future, and will identify ways to increase revenue and ticket sales across regional product. You’ll also work closely with venue teams across the country to ensure ATG’s pricing and revenue strategies are consistently effective and achievable.

**Key responsibilities**

* Through the effective use of ATG’s Revenue Management System (RMS) and other analytical tools, identify opportunities to maximise revenue and occupancy of regional tours through ongoing pricing adjustments.
* Create on-sale pricing plans that resonate with our audiences, while persuading producer partners of their effectiveness. Collaborate with key internal and external stakeholders to develop ongoing sales strategies and re-evaluate in response to changes in demand.
* Provide comprehensive data analysis to support and align strategic decision making across the business.
* Clearly communicate Revenue Management’s strategic vision and objectives to venue & central teams and senior management and external partners.
* Support the annual budget process and provide regular forecasts of expected results, variances, and budget comparisons. Proactively identify shortfalls against budget coordinating tactical initiatives with sales and marketing colleagues.
* Manage agent requests effectively to protect our market share. Support the on-sale process with a view to remaining competitive compared to third party agents.
* Prepare and distribute ticketing on-sale details and documentation in timely manner with a focus on accuracy and clear communication.
* Actively participate in pricing workshops to review ATG’s pricing and discount strategy, proactively

communicating and implementing pricing and audience development initiatives across the company ensuring ATGs regional pricing stands as an industry-leading standard.

**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 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.

* Experience of working to targets and deadlines.
* Experience of using data to inform decision making.
* Experience of working collaboratively with teams made up of different specialisms or interests.
* Experience of presenting a compelling case or persuasive pitch to a wide variety of stakeholders.

**Desirable:**

* Working knowledge and understanding of live entertainment.

**Skills and Knowledge**

* Ability to proactively sell ideas or products to clients.
* Logical thinker with exceptional analytical skills.
* Ability to interpret and present financial and sales information.
* Good working knowledge of Microsoft Office products, including Excel.
* Confident communicator in both written word and in person.
* Competent organizational, planning and presentation skills.

**Desirable:**

* An understanding of revenue management principles.

**Attributes**

* Meticulous attention to detail.
* Curiosity and an interest in understanding customer behaviour.
* Ability to thrive in a high-pressure environment.
* Confident decision maker and persuasive communicator.
* Ability to deliver to deadlines and manage priorities.

**A week in the life of a Pricing & Revenue Analyst**

Every week is different with this role, so the below is just an illustration of the breadth of the

work, and how your time might roughly be split.

