



## Marketing & Communications Officer

### 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 Marketing & Communications Officer Role

You'll report to the Head of Marketing & Communications and work closely with the wider Marketing & Communications team.

The Marketing and Communications Officer is a key member of the wider Marketing & Communications team whose primary responsibility is to implement effective campaigns that drive ticket sales and revenue for ATG Entertainment. This role predominantly creates and delivers innovative marketing plans in collaboration with producers, agencies and suppliers. We are looking for a candidate with excellent attention to detail and a keen eye for figures who will be able to recognise opportunities to help us maximise venue occupancy and revenue targets. This role will also support the Communications and PR objectives of the venue in raising our media profile and cultural footprint. This can include actions such as implementing campaign ideas, partnerships, creating content, supervising PR events and representing the venue at press nights.

### Key responsibilities

- To plan and implement marketing campaigns covering titles across the King's and Theatre Royal's programme.
- Effectively utilise audience data analysis to evaluate campaigns and feed into future planning, monitoring and learnings.
- Identify both challenges and opportunities with shows, reporting on difficulties with budgets or sales, as well as providing insights behind above expectation sales.
- Collaborate with ATG Entertainment's central Marketing, CRM, Social Media, Programming, Revenue Management and Ticketing teams to ensure best practice and successful campaign delivery.
- Contribute to the venue's CRM strategy through the writing of clear, effective copy that captures the venue's tone of voice and contributes to strong ticket sales.
- Support the Marketing Manager in the delivery of the venue's thrice yearly brochure, including close proof reading.
- Contribute towards the venue's social media output, including generating engaging show and venue specific content in conjunction with the Comms Manager.
- Contribute to seasonal ticket marketing campaigns as directed by central teams, or towards supporting the objectives of our venue colleagues in other departments such as food and beverage, sponsorship and development or Creative Learning.
- Represent the venue at press events and performances as part of the team or independently.
- To liaise with programme publishers to ensure that all venue content is delivered on time, with correct copy and to undertake all proof-reading responsibilities.
- To support with the proofing of all print materials that may be used to promote theatre or its events.
- To carry out any other delegated tasks that may reasonably be allocated by the HoD to support the venue to achieve its business objectives

### 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.

### **Desirable**

- Experience of working in arts, culture or events.
- Enthusiasm for and an interest in the theatre and the work of ATG Entertainment.
- Copywriting experience for social media, CRM and print publications.
- An aptitude for digital tools and software such as social scheduling platforms, Microsoft 365, work management tools and basic design platforms such as Canva or Adobe.
- Strong verbal communication skills, including negotiation and collaboration.
- Excellent written communication skills with attention to detail.
- Strong organisational, workload management, and administrative skills.
- Ability to take initiative and be proactive.
- Comfortable working in both a team and independently.
- Ability to work to a consistently high standard in a busy environment and take a flexible and positive approach to unexpected challenges.