



Marketing and Communications Assistant

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@atgertainment.com for a confidential discussion.

The Marketing and Communications Assistant Role

You'll report to the venue's Head of Marketing and Communications and work closely with the rest of the Marketing and Communications team.

You will provide crucial support and administrative provision to the wider Marketing & Communications team by implementing effective marketing and communications campaigns that drive ticket sales and revenue for ATG Entertainment.

This role will assist all Marketing roles in implementing aspects of innovative marketing plans and support all venue communication roles in raising the media profile and footprint of The Regent Theatre & Victoria Hall and their shows. This can include actions such as implementing campaign ideas, partnerships, content, stunts or must-attend events. This is a key role in delivering ATG Entertainment's marketing & long-term growth strategy.

This is a part-time, permanent role based at The Regent Theatre & Victoria Hall in Stoke-on-Trent.

Key responsibilities

- Support all aspects of venue marketing campaigns, including liaison with producers, agencies, media or other partners on marketing activity and initiatives.
- Contribute to the planning, delivery and reporting of all Marketing & Communications activities and support the team across all duties; sourcing and creating assets, timely implementation of these across different media, liaison with media agencies and maintaining accuracy in all marketing output.
- Liaise with producers and agencies to ensure that materials (print, posters and other venue displays) are ordered, processed and distributed with the correct information held and to suitable quantities.
- To distribute theatre marketing material to distribution outlets in an agreed area, to recruit new distribution outlets and to monitor and maintain the display of publicity materials (print, posters etc) within the venue and off-site.
- Supervise the venue's digital and social media channels as directed by the Head of Marketing & Communications and Communications Manager
- Support the Communications Manager with day-to-day PR tasks, including collating reviews and other reasonable duties
- Contribute to creating engaging and relevant content that raises the profile of the venues and their shows online and offline.
- Undertake training and develop skills that will benefit the venue, ATG Entertainment and the postholder's own professional development.
- 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.

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.

- Passion and aptitude for both Marketing & Communications
- Enthusiasm for/ interest in live entertainment and the work of ATG Entertainment
- A team player with good interpersonal skills
- A 'can do' proactive and flexible attitude
- Strong understanding and experience in social media
- Good verbal and written communications skills
- Good organisational and administrative skills
- Able to work in a fast-paced environment, managing multiple tasks at once
- Absolute attention to detail
- Enthusiasm for exploring new initiatives

Desirable

- Experience in an Arts organisation
- Experience in marketing, communications, copywriting, design, PR or social media