



Sales and Development Manager (Scotland) (Fixed Term)

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 Sales and Development Manager (Scotland) Role

As our Sales and Development Manager (Scotland) you will be responsible for developing relationships with the corporate communities in both Edinburgh and Glasgow, for King's, Theatre Royal and Edinburgh Playhouse venues. You will foster relationships in order to drive revenues from sponsors, businesses and from the sale of corporate hospitality packages and events. In conjunction with the Theatre Directors, you will set profit targets in each of these areas and you will work towards achieving these targets. You will be responsible to the Theatre Directors in both Edinburgh and Glasgow.

The position can be based in Edinburgh or Glasgow with presence in the other city as required. Travel expenses between the two cities and further afield (as required) will be covered in full.

Key responsibilities

Sponsorship

- Develop a suite of sponsorship opportunities across the three venues. This will include naming rights for assets within the buildings and arranging client entertainment at our performances.
- Recognising potential sponsors and market sponsorship opportunities to them.
- To ensure that all such opportunities are in the long-term interests of ATG Entertainment.

Partnerships

- Develop a suite of partnership opportunities across the three venues, exploring possible joint city collaborations where relevant.
- Liaise with the Theatre Director/Head of Marcoms on approved sales collateral and assets for use in presentation decks and pitches
- Collate all new partner assets and copy as required by the venue marcoms teams for use as per agreed contract terms
- Be the main point of contact for venue partners providing regular updates and check-ins, maintaining good relations throughout the duration of the partnership.

Corporate relationships

- In liaison with the Theatre Director/Head of Marcoms, attend events to develop our relationships with the tourism and corporate sectors including the Chamber of Commerce and other similar groups.
- Market on site corporate events and packages to potential clients.
- Identify venue hospitality opportunities within the corporate/business sector, working closely with the venue Marcoms teams on approved collateral and the CE Team on delivering a high-class experience.

Other Duties

- In conjunction with the Theatre Directors, you will set profit targets in each area of responsibility, and you will work towards achieving these targets.
- To calculate the net profit on each sponsorship and partnership opportunity to ensure sufficient return for the theatres.
- Liaise with venue management and central colleagues to ensure the correct collation of financial returns in the venue accounts.
- Draft and send partnership contracts in liaison with appropriate venue and central teams.
- Ensure invoices are created and sent in a timely manner, in liaison with appropriate venue and central teams.
- Produce periodic reports for line management.
- Liaise with colleagues in other ATG venues in order to recognise and realise joint initiative opportunities.
- Undertake any such duties and training as may be considered reasonable for this role.

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.

This is both a creative and a strategic role. We are looking for a post-holder who can both be innovative in how they talk about and sell our offering to organisations, and also someone who can ensure that we continue to create memorable experiences for audiences every day.

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.

Essential

- Self-motivated, with the ability to motivate others and work under pressure.
- Be customer focused.
- Excellent communication skills, both written and oral, and acute attention to detail.
- Effective planning, organisational and influencing skills.
- Ability to establish and sustain excellent working relationships with people, both within and outside our organisation.
- Efficient and effective management of resources.
- Results oriented, with energy and enthusiasm for getting things done on time and in budget.
- Computer literate – proficient with all Microsoft 365 packages and social media platforms.
- Experience in networking in formal/informal settings with range of people from CEOs to social group organisers.

Desirable

- Experience in arts/leisure or the creative industries.
- Experience in marketing, ticketing and/or business engagement.
- Previous experience in successfully managing relationships with corporate businesses
- Experience of developing and managing budgets.