



Conference & Sales Executive

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 Conference & Sales Executive Role

This role reports to the Theatre Manager, and is responsible for securing function, event and wedding bookings at Leas Cliff Hall. The Conference & Sales Executive will be at part of the venue functions team, working with the Events & Conference Manager to deliver high level functions for our bookers across all venue spaces.

From large scale conferences and corporate events to banquets and weddings the Conference & Sales Executive is the main venue contact for people enquiring about holding their event at Leas Cliff Hall. They are the person who not only goes out and secures new business but also nurtures our existing customers to develop the number of events taking place at Leas Cliff Hall. From the initial enquiry, to costing an event, arranging viewings of the venue and arranging the invoicing the Conference & Sales Executive sees the booking process through from initial enquiry and arranging viewings through until they hand over to the Events Manager.

Key responsibilities

Sales Development

- Take the lead in working alongside external partners, businesses and local community organisations to drive function hires from visitors, travel trade clients and the tourist market as applicable.
- Plan Customer Relationship Management strategies for specific customer segments including group functions and corporate hire clients.
- Identify underrepresented function hire groups and work to redress through short- and long-term strategies.
- Liaise with venue hirers post event to obtain feedback on their experience.
- Deliver first-class customer service in client relationship, management, and event fulfilment
- Concept planning and presentation of all bookings

Sales / Finance

- Secure agreed sales targets for the venue's function facilities, manage agreed budgets and measure effectiveness of sales strategies
- Compile function sales reports and disseminate information as directed
- Maintain excellent long-term relationships with suppliers and secure effective return on investment
- Working with the Theatre Director update pricing schedules for facilities hires to reflect the costs incurred to deliver events and deliver profits in line with set budgets.
- Take full ownership of the events and local hire income stream and margin management
- Produce event invoices on a weekly basis and chase outstanding payments as required.
- Ensure accurate and timely completion of all post event records and reports
- Produce accurate event records for inclusion in the period end accounts
- Negotiating sub-contractor and hirer contracts to ensure best cost efficiency for venue and customer

Sales Communications

- Support and assist in the project management of sales and marketing campaigns for the venues function spaces and Main Hall as required.
- Be responsible for the creation of seasonal and event-specific materials, and the timely implementation of these across different media with the marketing team
- Engage a significantly increased function hire customer base through the creation and distribution of digital content
- Attend and represent the venue at wedding and other trade fairs to secure new business
- Be responsible for the creation of sales brochures and other promotional materials for the function facilities at Leas Cliff Hall.
- Assist the Head of Marketing & Communications to develop digital sales and PR initiatives with a specific focus on social media, alongside traditional communication to improve customer knowledge of the venue function offer.

Hospitality

- Oversee Leas Cliff Hall's Christmas party offer to include menu options, overseeing promotional artwork production, compiling menu choices, upselling drinks packages and seeking post event feedback.
- Upselling drinks and food packages to deliver venue targets.
- Work on existing concepts, hen-do, wakes, weddings etc. as well as developing new opportunities for the use of the venue to generate income.

Sponsorship & Partnerships

- Identify and approach companies and individuals who may be interested in sponsorship opportunities.
- Ensure that all such opportunities are in the long-term interests of ATGE
- Develop a suite of partnership opportunities, this will include:
 - Ticket packages for hotels and restaurants that they can sell tickets as part of their marketing and therefore increase our ticket sales while reaching a new audience.
 - Promoting the opportunities at all our venues for staff and client entertainment and event hosting
- Develop group sales from the local business community
- Take the lead in working alongside external partners to drive sales from the tourist market and other visitors to the area

General Activity

- Maintain good relationships with other venues, including strategic collaboration as well as cross-promotional tactical activity
- On occasion, work with the Conference and Events Manager on functions.
- Work closely with Folkestone & Hythe DC as required and support their team with delivering their allocated use days.
- Maintain positive client relationships
- Some evening and weekend work will be required
- Any other duties as reasonably requested

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.

	Essential	Desirable
Qualifications	<ul style="list-style-type: none">• Degree equivalent hospitality or events qualification, or equivalent employment experience	<ul style="list-style-type: none">• First Aid at Work
Experience	<ul style="list-style-type: none">• Experience of customer-focused sales• Experience of the function industry.• Experience of working with external	<ul style="list-style-type: none">• Experience of the function industry with a particular emphasis on corporate events and weddings.

	<ul style="list-style-type: none"> clients and providing first class customer service An understanding of the Conference & Events industry and wider client expectations 	<ul style="list-style-type: none"> Understanding of financial management and budget planning. Experience of working to targets and KPIs
Skills and Attributes	<ul style="list-style-type: none"> Ability to manage a varied and complex workload. Strong spoken and written communication skills. Highly numerate in regard to sales, audience data and budget management Good IT skills, including the use of MS Office, Word and Excel. Flexibility to work unsocial hours and weekends to meet business requirements where necessary. Ability to develop and maintain good working relationships with a wide range of people both internal and external. Analytical and forward-thinking, always seeking to improve. Ability to work under pressure and with a high degree of autonomy. Ability to be adaptive, prioritise and practice good time management. Ability to contribute to a team. 	<ul style="list-style-type: none"> Ability to manage and implement change.
Values and Attributes	<ul style="list-style-type: none"> Quality is at the heart of the job you do. Committed to promoting and offering equal opportunities. A 'can-do' attitude and a positive, flexible approach to the job role, work colleagues and peers 	<ul style="list-style-type: none"> Enjoys live music and the arts. Committed to raising the profile of business within the local community.
Knowledge	<ul style="list-style-type: none"> Competence in the knowledge and application of relevant Health & Safety regulations. 	<ul style="list-style-type: none"> Knowledge of the wider industry trends.