



Marketing and Communications Manager

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 Marketing and Communications Manager Role

This role is based at The Grand Opera House York Theatre. You'll report to the Head of Marketing and Communications and be responsible for the Marketing and Communications Officer. You'll also work closely with Box Office, Sales & Development, and other venue and central teams.

The Marketing and Communications Manager will plan and deliver marketing campaigns that drive ticket sales and revenue and nurtures the audience base as directed by the Head of Marketing and Communications. They will serve as a point of contact for producers, media and marketing agencies in the development and delivery of campaigns and take responsibility for identifying sales opportunities to increase occupancy and revenue.

The postholder will also raise the media profile of the venue and its shows by creating campaign ideas, partnerships, content, stunts or other events that get widely noticed and talked about, and drive ticket sales. They will nurture and manage a strong network of relationships with the media, local organisations and influencers in order to create earned reach.

This is a full-time, permanent role based at The Grand Opera House York.

Key Responsibilities

- Work in close collaboration with all venue and central colleagues to deliver powerful and effective marketing and communications campaigns.
- First point of contact for all day-to-day venue or show related external communications, press enquiries or PR related matters. Nurture strong and meaningful relationships with producers and their communications agencies.
- To manage the strategy around the release of press releases, features, competitions, photo calls and photographs to the media to achieve campaign objectives.
- Deliver, manage and monitor the venue's social media communication with strategic support from ATG's central team.
- Work to agreed sales and audience targets and manage agreed campaign budgets and reporting.
- Collaborate on and deliver marketing campaigns to drive ATG's loyalty scheme, sponsorship commitments, venue food & beverage marketing, Creative Learning activities, and other ATG concepts and initiatives, as well as contributing to campaigns intended to promote the profile and brand of the venues.
- Collaborate with ATG's Data and CRM teams to identify and test opportunities to grow audience and sales, including to underrepresented audience groups.
- Brief outbound group sales campaigns to ATG's Contact Centre team.
- Deliver sales analysis and reports, and robust and meaningful campaign evaluation to demonstrate the effectiveness of marketing activity and translate to learnings for future campaigns.
- Line manage the Marketing and Communications Officer, develop and motivate staff in keeping with ATG values.
- Support the Head of Marketing & Communications in implementing marketing activity that delivers on sponsorship agreements and objectives as agreed by the Theatre Director. Provide support & Marketing expertise to other ATG concepts, initiatives & campaigns as required.
- Collaborate with colleagues across Box Office, Sales & Development, and other venue and central teams.
- Deputise in the Head of Marketing & Communications absence.
- 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.

Essential

- Considerable experience of project-managing creative campaigns: generating ideas, driving process, and evaluating success.
- Team player with good interpersonal skills - the ability to manage Producers in an effective manner and in a way that fosters an ever-stronger relationship.
- Highly numerate and analytical in regard to sales, audience data and budget management.
- Ability and confidence in managing relationships with creative teams and treating differing views with discretion and diplomacy.
- Excellent verbal and written communication skills.
- Creative problem solver and confident decision maker.
- Experience of working in a fast-paced environment, managing multiple projects at once.
- Proactive and flexible attitude, ability to effectively prioritise.
- Experience of working with other partners and suppliers to tight deadlines.
- Enthusiasm for and an interest in theatre and the work of ATGE.
- Absolute attention to detail.
- Ability to deputise in the absence of the Head of Marketing & Communications.
- Degree standard marketing / PR qualifications or equivalent employment experience.

Desirable

- Experience of working in marketing and communications specifically within the arts and culture environment.
- Experience of effective crisis management.