



Ticketing and Sales Manager (Hybrid role, Fixed Term until end of July 2026)

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 over 70 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 Ticketing and Sales Manager Role

This is a hybrid working role supporting ticketing teams across Regent Theatre & Victoria Halls (Stoke on Trent) and Princess Theatre Torquay. You will be primarily working remote but are expected to visit each venue periodically, typically once a month, based on business requirements. All business travel related to these visits will be covered by the company.

Your line manager will be the Theatre Manager in Torquay however you will be required to report to and liaise with Venue Management teams across both locations.

This role is based on working 40 hours per week, which will include some evening and weekend working, and occasional bank holidays.

The Ticketing & Sales Manager has lead responsibility for the theatre's ticketing and sales development at venue level – for staff, for managing the ticketing system specifically and for ensuring that the audience receive the best service that they can.

The focus of the role is on selling as many tickets, memberships, packages, and other ancillary products as possible combined with providing the best customer experience. The candidate will need to manage, motivate, train, support and rota the team to similarly sell and cross-sell. They must embrace change and enable their team to do the same. They will need to meet sales targets within prescribed budgetary constraints, must have excellent technological skills and should relish the opportunities technology can provide to optimise sales and customer experience.

They must lead by example by being pleasant and collaborative in their approach to their day-to-day work, liaising and communicating effectively with members of the audience and key stakeholders such as Marketing and Revenue Management; Ticketing Operations, Memberships and Creative Learning internally, as well as Producers externally in order to achieve the goal of maximising sales and minimising costs.

This is a fixed term position until the end of July 2026.

Key responsibilities

Optimising Sales & Revenue

1. To sell and cross-sell tickets, memberships & retail products in accordance with ATG Company and Venue guidelines and to meet sales targets within any prescribed budgetary constraints
2. To liaise with Marketing and Revenue Management on the careful and proactive management of inventory to maximise sales including 'variable pricing' of seats on the system. To proactively support any current revenue management initiatives and to create, advocate for and enact any revenue management ideas as agreed
3. Optimise the sales of PP seats, ensuring Ambassador Lounge seat packages and other inclusive seat packages are sold at maximum price and volume with regular reporting maintained
4. Demonstrably support marketing campaigns through sales initiatives, providing regular ideas and communication to the Marketing department
5. Support the development and successful implementation of new technologies by central Ticketing and IT teams
6. Take responsibility for, and lead, discussions with central colleagues and promoters on sightline issues and seating implications

People

1. To ensure adequate staff cover at all times, creating and monitoring the most effective weekly staffing rota and ensuring levels are managed within budget
2. Ensure that the Venue Ticketing & Sales Team are trained, proficient and knowledgeable in:
 - Customer Service from the beginning of the customer transaction to the end
 - Health and Safety
 - Current sales technology and any successive IT to maximise sales
 - Access membership scheme and requirements of access performances
 - Data protection
 - Company and Venue policies
3. Manage staff issues as they arise including performance management & disciplinaries
4. Act as Manager to and support the Deputy Ticketing and Sales Managers & Customer Service Hosts
5. Provide the adequate training to ensure that the Sales Team are trained and knowledgeable
6. Continually motivate and provide leadership to the team to develop – and the Manager's own skills and personal development
7. Aid Customer Service Hosts in resolving any customer service problems.

Information & Communications

1. Provide financial reports and sales analysis on request to internal/external personnel to help inform business strategy
2. Communicate at a high level with Producers, their agents, Venue Management, Marketing, Customers, central Ticketing & Revenue Management teams

Processes

1. Complete the relevant accountancy procedures, including recording daily Box Office takings and dealing with discrepancies as required
2. Liaise as needed with Theatre management, ticket agents and visiting companies to administer ticketing allocations and reporting requirements
3. Accurately check and sign off new shows and maintaining the additions of Ambassador Lounge seat packages
4. Liaise with the Contact Centre and Groups Contact Centre in resolving customer and ticket queries
5. Liaise with Company Managers, production offices and manage ticket requests and cast allocations
6. Review and release company and technical holds in conjunction with Visiting Companies and Technical teams

Policy/Law

1. Comply with all legal requirements of the Data Protection Act
2. Adhere to Health & Safety procedures to minimise risk of injury and accidents
3. Attend HOD and sales meetings as required
4. Adhere to all ATG IT and Ticketing policies
5. Understand access issues and anti-discrimination legislation and implement correct practices when serving access patrons

Everyone's responsibility

Everyone at ATG 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 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.

Essential

- Experience of successfully leading small teams
- Highly numerate in regard to sales, audience data and budget management
- Ability and confidence in managing relationships with teams, treating differing views with discretion and diplomacy
- Motivate and self-motivate – encouraging and supporting the venue's Ticketing and Sales team in collaborative working and new thinking to achieve commercial success
- Be accountable – for yourself and for others – in behaviours and target expectations
- Experience of working in a fast-paced environment, meeting tight deadlines and managing multiple projects at once
- Proactive and flexible attitude, ability to effectively prioritise
- Absolute attention to detail
- Be calm, polite and respectful in all situations