



## Junior CRM 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 over 70 venues across Britain, the USA, Germany, Austria and Spain.

**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](mailto:recruitment@atgentertainment.com) for a confidential discussion.

## **The Junior CRM Executive Role**

This is a unique opportunity to join ATG Entertainment's expanding specialised customer relationship management team, responsible for engaging a large customer base via Email with a rich schedule of shows for our 10 London West end venues and 28 venues around the UK.

Reporting into the Senior CRM Executive, this passionate individual will have the opportunity to work on the CRM communications for the best Theatre shows in the world including Hamilton, Stranger Things, Lion King, Six and much more across a vast range of show genres.

Not only will you have the opportunity to work on ATG Entertainment's amazing show catalogue, you will also be building omni-channel CRM campaigns and automated customer journeys using industry leading, sophisticated CRM software.

To be successful in this role you will need to be an ambitious self-starter who works well in a collaborative team and is willing to learn and develop within an exciting industry.

### **Key responsibilities:**

- To contribute to develop highly targeted omni-channel campaigns (online, mobile and offline) for a range of shows for ATG Entertainment venues
- Build relevant and targeted customer email segments to ensure maximum engagement and click through rates with show content, to ultimately drive tickets sales for ATG Entertainment
- Build a range of highly engaging show emails such as onsales, cast announcements, reviews , previsits and newsletters
- Responsible for coordinating show copy and various assets to build emails with venues
- Responsible for managing, tracking and report on progress of venue email campaign schedules
- Carry out detailed data and email proofing for Email campaigns to ensure emails maintain ATG Entertainment's high quality standards
- Build email campaigns based on briefs received from CRM Campaign Planner
- Manage the setup, scheduling and deployment of all email, ensuring all tracking codes and tags are applied to facilitate accurate performance monitoring
- Track the performance of email KPIs and communicate performance to internal stakeholders
- Report on email campaigns and provide valuable insights for future campaigns and strategy
- Work closely with analytics team, helping them to understand CRM campaign requirements

## **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.**

We welcome other industries and transferable skills, so if you do not specifically meet the below criteria, we still encourage you to apply. We can give experience of any desirable criteria but may also use them to decide between candidates for this role.

### **Key skills, attributes & experience:**

- An ambitious self-starter who is motivated by a challenge and opportunity
- Creative flair, confident and thinks outside the box
- Can work in a fast-paced environment and able to manage multiple projects at once
- A team player and able to collaborate closely to deliver email campaigns on time and successfully
- Loves technology and able to pick up different systems quickly
- Strong communication, ability to write engaging copy for a range of different audiences
- Attention to detail, able to quickly proof several email communications accurately
- A desire to learn and develop in the role
- Appetite to learn the latest in CRM, insights, evaluation and reporting
- Experience with at least one Email service provider an advantage
- Experience executing marketing emails and using CRM systems with the ability to measure and improve campaign performance an advantage and good understanding of campaign KPI performance metrics
- Strong attention to detail
- Awareness of data protection regulations
- Coding skills desirable, however not essential

**Location:** Central London Office with part time remote working option