



Marketing & Communications Officer

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, Spain 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 & Communications Officer Role

As the Marketing & Communications Officer at New Theatre Oxford, you'll be an essential part of the team driving ticket sales, audience development, and brand awareness for one of Oxfordshire's leading entertainment venues. This dynamic and varied role combines campaign planning, content creation, media relations, and partnership support, all designed to increase visibility, grow revenue, and connect the theatre with the local community and beyond.

This role sits within the Venue Marketing Team, reporting to the Marketing and Communications Manager, working closely with the Head of Marketing and Communications, as well as colleagues across the venues and the wider ATG team nationally. This role is based at the New Theatre Oxford.

Key responsibilities

Campaign Planning & Delivery

- Plan, deliver, and evaluate creative and targeted marketing campaigns for visiting productions and venue-led initiatives.
- Collaborate with producers, agencies, and internal teams to ensure the timely and accurate delivery of campaign assets across digital, print, and social platforms.
- Monitor ticket sales and performance metrics to identify trends, opportunities, and maximise revenue through data-informed decision-making.
- Contribute to audience development strategies, including initiatives to grow the ATG+ TheatreCard membership, loyalty programs, and outreach.

Digital, Content & Social Media

- Contribute towards the venue's digital communications particularly through social media, including generating engaging show and venue-specific content.
- Support the creation and proofing of venue brochures, house programmes, and What's On guides.

PR, Communications & Events

- Support in raising the theatre's media profile through press releases, PR stunts, launch events, press nights, and content creation.
- Attend and assist at press nights, photo calls, and promotional events, representing the venue and acting as a liaison with press and producers when needed.
- Work closely with the Marketing and Communications Manager to ensure press opportunities are maximised and press materials are accurate and compelling.

Collaboration & Operational Support

- Work with the ATG marketing, data, and revenue management teams on campaigns and venue-wide initiatives.
- Manage and maintain print distribution and displays within the theatre, ensuring they are well-presented and up to date.
- Undertake project work and deputise for senior marketing colleagues as required.

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.

Essential

- Enthusiasm and aptitude for marketing and communications, and some experience in both fields.
- Previous social media, CRM and digital experience.
- Excellent written and verbal communication skills, with great attention to detail.
- Ability to work independently and as part of a team, managing a varied workload to deadlines.
- Strong organisational and time management skills.
- Creative thinker with a proactive, can-do attitude and the confidence to make decisions.
- Interest in or passion for live theatre and the arts.

Desirable

- Familiarity with social media planning tools (e.g. Sprout Social), work management platforms (e.g. Monday.com).
- Experience with design tools (e.g. Canva, Adobe Creative Suite).
- Knowledge of CRM, Google Analytics, or ticketing systems.
- Understanding of local Oxford arts audiences and the theatre landscape.

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.