



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

You'll report to the Head of Marketing & Communication. You'll also work closely with your venue's Marketing & Communications Officer and/or Marketing & Communications Assistant, and the Ticketing & Sales Department.

The venue Marketing & Communications Manager will plan and deliver marketing campaigns that drive ticket sales and revenue for ATG Entertainment and nurtures the audience base, as well as raising the media profile and footprint of the Venue and its shows, by creating campaign ideas, partnerships, content, stunts or 'must-attend' events that get widely noticed and talked about and that ultimately drive ticket sales. Serve as the go-to person for Producers & Agency partners in the development and delivery of campaigns. Be a Champion of the audience and be responsible for identifying sales opportunities to increase occupancy and revenue, alongside growing the reach and engagement of the venues social and editorial channels. Coordinator and collaborator within the Venue team and with ATG Entertainment Central Marketing.

This is a critical role in driving the increasing effectiveness of ATG Entertainment's Marketing and is pivotal to our long-term growth strategy.

Key responsibilities

Marketing Campaigns

- Work in close collaboration with the rest of the Venue Marketing & Communications team to deliver impactful and effective marketing campaigns that are synergistic with communications plans and thus drive sales for shows and ATG Entertainment.
- Contribute to strategy and be responsible for the delivery of all show and Venue-centric marketing campaigns. Leverage audience insights provided by the Central Marketing team to deliver ever more successful local campaigns.
- Contribute to strategy and responsible for the delivery of all show and venue communications, such as managing press launch and support strategy for productions at the venue. To issue press releases, features, competitions, photo calls and photographs to the media to achieve the campaign objectives.
- Responsible for creating campaign & communication ideas, partnerships, content, events and PR stunts that get widely noticed and talked about.
- Serve as the go-to person for Producers & Agency partners for all day-to-day needs on show campaigns. Cultivate strong client relationships with all third parties.
- Be the Manager of the day to day relationship of AKA/media and across any 3rd party media contacts. Maintain excellent long-term relationships with suppliers in general and secure effective return on investment. The go-to person for all day-to-day venue or show related external comms, press enquiries or PR related matters.
- Responsible for creating or adapting assets for shows or ATG Entertainment Venue initiatives. Responsible for timely implementation of these across different media. Manage agencies in the creation and delivery of such assets. Proactively share assets with other ATG Entertainment tour Venues.
- Responsible for the accuracy of all marketing, maintaining the show and theatre brand at all times, and advocating for this across the organisation.
- Secure agreed sales and audience targets for ATG Entertainment, and manage agreed campaign budgets and reporting.
- Ensure accurate and timely set up for priority and public booking periods, and associated activity.

- Contribute and deliver marketing campaigns to drive ATG Entertainment's membership scheme, sponsorship commitments and other ATG Entertainment concepts or initiatives.
- Constantly challenge and evolve campaigns to be more efficient and effective in reaching objectives.
- Consistently maintain ATG Entertainment Marketing principles and pricing for all services.
- Work with the central Membership Manager and Head of Marketing & Communications to identify membership initiatives that grow this valuable audience.
- 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 Entertainment concepts, initiatives & campaigns as required.
- Support the Head of Marketing & Communications in implementing marketing activity that delivers on Venue F&B budgets and targets.

Community & Network Development

- Create or adopt initiatives that promote the venue and its shows, including 'must-attend' events. Attract high-profile guests (celebrities, key opinion formers, VIPs) and drive media coverage for those events or initiatives.
- Responsible for creating and/or keeping up to date with all written and visual assets in as engaging of a way as possible, from show programmes, What's On Guides, newsletters, through to the Venue's website and social channels. To oversee the proofing of all comms materials and develop them in a way that increases their engagement with our audiences.
- Deliver the venue's social media communication with strategic support from the centre. Generate content where applicable. Monitor and manage channels in order to grow the reach and engagement of such channels with as broad of an audience as possible.
- Build and manage strong relationships with traditional media, online channels, and local influencers (commentators/celebrities/ influencers/ bloggers/ social media/ key organisations) and extend the venue's footprint in under represented communities.
- Being led by the Theatre Directors strategy, take an active role in the local community to raise the "glamour profile" of the theatre within the overall cultural landscape through events, content and partnerships.

Audience & Sales Development

- Collaborate with Revenue Management in constantly evaluating sales performance and considering initiatives and tactics to improve occupancy and ATP. Proactively identify and focus on shows that offer the greatest revenue opportunity.
- Collaborate with ATG Entertainment's Data & CRM team to identify underrepresented audience groups and work to redress through short and long-term strategies.
- Partner with ATG Entertainment Marketing & Data teams in identifying opportunities for test initiatives that grow audience and sales.
- Brief outbound group sales campaigns to the Contact Centre and work collaboratively to ensure successful growth.
- Define the on-sale calendar that seeks to maximise the impact and sales of show announcements and is consistent with the required regulation from ATG Entertainment Central processes.
- Where relevant, support in maximising tourism sales opportunities.

Reporting & evaluation

- Adhere to ATG Entertainment briefing, reporting and other key processes in order to ensure an efficient and consistent way of operating and learning across the company. Deliver robust and meaningful campaign evaluation to demonstrate the effectiveness of marketing activity and enable the capture of learnings to be made for future campaigns.
- Compile sales analysis/reports and disseminate information across the organisation or with producers when required.
- Manage budget tracking with a focus on creating efficiencies and value for money in the deployment of resources.
- 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

- A 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.
- Considerable experience of project-managing creative campaigns: generating ideas, driving process and evaluating success.
- Ability and confidence in managing relationships with creative teams, treating differing views with discretion and diplomacy.
- Excellent verbal and written communications 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 other partners and suppliers to tight deadlines.
- Enthusiasm for/ interest in the theatre and the work of ATG Entertainment.
- Absolute attention to detail.
- Ability to Deputise in the Head of Marketing & Communications' absence