



## Marketing & Communications Manager

### About us

The Ambassador Theatre Group is an extraordinary success story. Founded in 1992 in the UK, we have become the world's number one live theatre company; we operate iconic venues, run major ticketing platforms and produce award-winning shows. Our mission is to bring the very best in live entertainment to the largest possible number of people.

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, 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 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@theambassadors.com](mailto:recruitment@theambassadors.com) for a confidential discussion.

## New Wimbledon Theatre

South West London's premier theatrical venue, **New Wimbledon Theatre** has been an iconic landmark in Wimbledon Town Centre since 1910.

With a year-round programme of musicals, comedy, family entertainment, dance, drama and of course our legendary annual pantomime, **New Wimbledon Theatre** is also home to the Studio, where amazing development work from new writers, comedians, directors and producers brings our former ballroom to life.

**New Wimbledon Theatre** plays an active role in our community, with events staged throughout the year in partnership with some of the region's finest organisations.

## Marketing & Communications Manager

This role is based at New Wimbledon Theatre, one of ATG's regional venues. You'll report to the Head of Marketing & Communications and be responsible for the Marketing & Communications Assistants. You'll also work closely with the Ticketing & Sales Team.

### Overall Purpose

- You will play a key role in the team by implementing effective marketing and communication campaigns for weekly tours and one-night events.
- The Marketing & Communications Manager will be responsible for creating and delivering creative marketing and communications campaigns, content and copy, nurturing relationships with producers and agencies. As well as, managing a strong network of relationships with the media, local organisations, and influencers in order to, create consistent earned media reach.
- Bridge the gap between operational aspects of the team and the strategic aims of venue leadership.
- In this exciting and varied role, you'll play a key role, both on and offline, combining inventive digital and social media techniques with traditional marketing to drive ticket sales and to enhance the venue's position within the local community, reaching the largest possible audiences.

### Key responsibilities

- Plan and implement allocate marketing and communication campaigns and campaign activity as directed by the Head of Marketing and Communications Work in close collaboration with all venue and central colleagues to deliver creative, powerful, and effective marketing and communications plans that are closely linked together.
- Be the 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 the media, producers, and their communications agencies.
- Support in all aspects of venue marketing campaigns, including liaising with producers, agencies, media, or other partners on marcomms campaigns, including digital and social media activity as applicable.
- Lead on show and venue communications, such as managing press launches and support for productions at the venue. Issue press releases, features, competitions, photo calls and photographs to the media to achieve campaign objectives.
- Contribute to the planning, delivery and reporting of Marketing & Communications activity.
- Prepare media statements for the venue and support in spokesperson duties when necessary.
- Collaborate on and deliver communications campaigns to drive ATG's loyalty scheme, corporate and sponsorship commitments, venue F&B marketing and other ATG concepts and initiatives.
- Work to agreed targets and manage agreed campaign budgets and reporting.
- Create all written and visual collateral, ensuring it is as engaging as possible, and kept up to date.
- Deliver, manage, and monitor the venue's social media communication strategy with support from ATG's central team.
- Deliver analysis and reports, and robust and meaningful campaign evaluation to demonstrate the effectiveness of communications activity and translate to learnings for future campaigns.
- Lead the internal communications strategy within the venue.
- Evening and weekend work will be required, depending on campaign requirements and press/gala nights.
- Line manage, develop and motivate staff in keeping with ATG values.

### 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.**

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.

### **Essential**

- A team player with good interpersonal skills and the ability and confidence in managing relationships with journalists, producers, cast members and other partners.
- Pro-active and outgoing personality that can act as a catalyst and inspiration both within the venue and for external stakeholders.
- Considerable experience of project managing creative campaigns; generating ideas, driving process, and evaluating success.
- Highly numerate and analytical regarding sales, audience data and budget management.
- Ability and confidence in managing relationships with creative teams, treating differing views with discretion and diplomacy.
- Experience of working in media communications.
- Strong social media management experience.
- Experience of working in a fast-paced environment, managing multiple projects at once.
- Excellent verbal and written communications skills.
- Creative problem solver and confident decision maker.
- Experience of working with other partners and suppliers to tight deadlines.
- Enthusiasm for/ interest in theatre, cinema, and the work of ATG.
- Absolute attention to detail.
- Ability to deputise in the department where required.

### **Desirable**

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