



## Deputy Ticketing & Sales 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 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](mailto:recruitment@atgentertainment.com) for a confidential discussion.

Please note, your role may require you to work with children and vulnerable people.

## **The Deputy Ticketing & Sales Manager Role**

Part of the Box Office team, your line manager is the Ticketing & Sales Manager.

You'll be responsible for the Box Office Sales Assistants. This role is based at The Lyceum Theatre.

### **Key responsibilities**

To support the Sales & Ticketing Manager in maximising the ticketing revenue for the production and for ATG through all Box Office related activity. To contribute to the effective running of the day to day operation of the on-site Box Office team, and maintain systems designed to deliver the highest standards of customer service and efficiency, in order to maximise sales.

#### **Ticketing Operation:**

- The careful management of inventory to maximize the sale of tickets in collaboration with the producers, Disney Theatrical Group.
- To engage with the ticketing strategy and work to the revenue management guidelines as set by the producer/Sales & Ticketing Manager
- Compile sales reports and disseminate information across the organisation, highlighting any observations which may be of benefit to ATG and the production, ensuring these are faultless in their accuracy, and that other staff who take on this duty in your absence are trained to the same level of accuracy,
- Assist with the management of the Box Office rota including dealing with sickness and holiday
- Responsible for sales, redemption reporting and stock control for SOLT theatre tokens.
- Liaise with internal departments and the Company Manager to manage ticket requests and allocations in order to maximise yield on ticket sales.

#### **Sales & Marketing:**

- Sell and oversee the sale of tickets, memberships, ancillary products and all other related products over the counter, and to administer all payments accurately in order to maximise sales and minimise loss.
- Ensure that all PP seats are sold at the best possible price.
- Follow agreed dynamic pricing strategies, tactical discounting, re-banding, allocations, promotional activity and on-sale activity across the programme, ensuring that pricing is being adjusted to fulfil the requirements of the production and ATG maximizing ticketing yield and occupancy.
- Monitor sales on a performance by performance basis – review all seat holds, releasing where appropriate to maximise sales.
- In the absence of the Sales & Ticketing Manager, to attend where possible all show specific meetings in order to contribute to and implement the sales strategy of the production.

#### **Customer:**

- To maintain multiple stakeholder relationships ensuring that there are clear lines of communication and that the Box Office team communicates efficiently and effectively at all times
- Balance the needs of multiple stakeholders
- To positively engage with ATG's Mystery Customer programme and drive staff to deliver to agreed targets within this.
- Ensure that the venue box office works within the guidelines of the Access policy, and promotes a positive culture for Accessibility in the venue

#### **Team:**

- 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 with other partners and suppliers to tight deadlines
- Enthusiasm for/ interest in the theatre and the work of ATG
- Absolute attention to detail
- Motivate the venue Box Office Team, and promote a pro-active approach to selling to maximise revenue and directly impact the bottom line.
- Support on staff training and development, including emphasis on the delivery of first class customer care, with specific attention given to positive phrasing, business awareness, access issues and a sound understanding of the theatre operation.
- Ensure the staff within the team are supported and their skills are developed to their full potential

#### **General Activity:**

- Deputise for the Sales & Ticketing Manager in their absence
- Engage with Company-wide projects, initiatives and training programmes.
- Maintain positive client relationships with the producer and ticket agents.
- Comply with all legal requirements of the Data Protection Act.
- Any other duties as reasonably requested.

## **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 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:**

- 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
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