



Communications Assistant

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.

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

The Communications Assistant Role

This role is part of the Marketing and Sales Team, and reports to the Marketing Manager.

The Communications Assistant implements and maintains the social media strategy for Leas Cliff Hall, in order to grow active and engaged audiences. You'll support the Marketing and Sales team with implementing effective marketing and communications campaigns, liaising with the media and audiences, and help establish our reputation as the primary regional entertainment and function venue. The marketing team is crucial to the success of Leas Cliff Hall's future ambitious vision and as Communications Assistant you'll play a key role in helping us reach our goals.

Key responsibilities

- Proactively plan, create and source content from both within and outside the organisation for use across appropriate social channels (including Facebook, Instagram and Twitter).
- Produce compelling multimedia content including video and photography across socials.
- Monitor the performance of content using the required tools to establish greater understanding of audiences across different channels.
- Assist with paid social media marketing contributing ideas and improvements for campaigns including reviewing creative, monitoring spend and other tasks as necessary.
- Monitor social media to ensure comments, queries, feedback is all responded to as quickly as possible, liaising with relevant teams where necessary to formulate an agreed response.
- Support the Marketing and Sales Manager and Marketing Assistant with content management of the website, including but not limited to, helping to produce blogs and news articles.
- Be a key influencer internally and be able to confidently showcase the power of social media to key stakeholders in the business.
- Set venue-wide best practice guidance of social media and train others where necessary.
- Help liaise with incoming companies to gather information/photographs/competition prizes for campaign.
- Stay up-to-date with the latest online and digital trends and to implement these ideas into the social media strategy.
- Help ensure good communication coverage through use of traditional and online press, editorial and social media.
- Support with proofing of all print materials that may be used to promote theatre or its events.
- Engage a significantly bigger audience through the creation and distribution of digital content.
- Carry out any other delegated tasks that may reasonably be allocated by the Marketing & Sales Manager to support the venue to achieve its business objectives.
- Carry out all activity as efficiently and effectively as possible within agreed resources.

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 have most 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

- Demonstrable experience of managing and reporting on social media activity
- Experience in planning, sourcing and editing content for social media
- Knowledge of a range of social media monitoring tools, both free and paid for
- Ability to create, manage and optimise paid for social media campaigns
- Excellent attention to detail
- You will have excellent copywriting and creative skills and be able to quickly grasp how the business' requirements can translate into outstanding social media campaigns
- Good verbal and written communication skills
- Good organisational and administrative skills
- Good presentational skills
- Team working ability
- Proactive style of working
- Ability to work to a consistently high standard in a busy environment
- Enthusiasm for exploring new initiatives
- Enthusiasm for/interest in the theatre/live entertainment and the work of ATG

Desirable

- Knowledge of Adobe design packages
- Experience of working with influencers
- Experience of working with local press