

**Digital Performance 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@theambassadors.com for a confidential discussion.

**The Digital Performance Manager Role**

As a Digital Performance Manager you will manage, plan and optimise ATG’s paid digital across *atgtickets.com* and l*ovetheatre.com* eCommerce websites. You’ll report to the Group Head of Performance & eCommerce and work closely with the SEO Manager, Data Analyst and eCommerce team.

You will lead the paid digital channels by drawing insights and providing recommendations to improve efficiency and return on investment (ROI), managing our digital agencies who execute campaigns on a day-to-day basis. We are looking for a seasoned professional who can make immediate impact and pick up our activity and ad accounts from the off. A deep understand of Google and Meta Platforms is essential as we over-index our investment in those.

**Key responsibilities**

* Manage our digital agencies in planning & optimising paid digital (PPC, Paid Social, Programmatic) for *atgtickets.com* and *lovetheatre.com*.
* Own multi-million-pound digital marketing budgets and determine the right channels to distribute across to deliver ROI.
* Act as the main point of contact for 20+ regional venues to advise on digital strategy and budget allocation for touring shows.
* Ensure correct tracking and attribution is in place for paid digital activity.
* Measure and report on campaign results at board level, drawing insights and providing recommendations for improved performance.
* Analyse web traffic metrics to find opportunities for improving audience segmentation and campaign targeting.
* Identify and test new and innovative ad formats to deliver on KPIs and increase market share.
* Work closely with the SEO Manager in aligning Google strategies to ensure our eCommerce websites remain at the top of search results.
* Identify and inform digital marketing opportunities in weekly trading meetings.
* Work collaboratively with the Customer teams (Social & Content, CRM, Data Science, Producer Partnerships) to measure the effectiveness of our marketing campaigns from a holistic viewpoint.
* Support on consolidation of our digital marketing activity for Broadway and North American venues.

**Your skills, qualities, and experience**

**Essential**

* **Deep Expertise in Paid Digital Channels**: You will possess expert-level knowledge of digital marketing practices across PPC, Paid Social, and Programmatic advertising. You must demonstrate a proven track record of managing multi-million-pound budgets to maximize return on investment (ROI) and minimize cost-per-acquisition (CPA).
* **Data-Driven Decision Making & Analytics**: You have highly developed analytical skills with a focus on web traffic metrics. You must be proficient in using platforms such as Google Analytics, Adobe Analytics, or similar tools to analyse audience segmentation, campaign targeting, and overall performance.
* Technical Proficiency in Digital Marketing Tools: You are a seasoned professional with a deep understanding of core ad platforms, including Google Ads and Meta Ads Manager. Your expertise extends to ensuring accurate tracking and attribution using tools like Google Tag Manager (GTM) and a comprehensive understanding of API-based conversions and other server-side tracking methodologies.
* **Strategic Planning and Optimization**: You have a strong background in developing and executing A/B testing methodologies to identify new, innovative ad formats and audience strategies that can deliver on key performance indicators (KPIs) and increase market share.
* **Agency and Stakeholder Management**: You have experience acting as the primary point of contact for external digital agencies, providing clear direction and strategic oversight. You are also adept at managing a wide range of internal stakeholders, including venue managers, to align on digital strategy and budget allocation.
* **Collaborative and Holistic Approach**: You can work closely with cross-functional teams, including SEO, Data Science, and CRM, to ensure a cohesive and holistic view of marketing campaign effectiveness and to inform strategies across all digital channels.

**Desired**

* **Live Entertainment or Ticketing Industry Knowledge**: understanding of the live entertainment and ticketing sector is highly desirable. This includes familiarity with industry-specific dynamics, consumer behaviour related to show bookings, and the unique challenges and opportunities within the theatrical and live events market.
* **Affiliate Marketing Expertise**: a working knowledge of affiliate marketing and its strategic role within the broader digital marketing ecosystem. This includes understanding tracking performance and how to leverage this channel to drive ticket sales and revenue as part of the overall marketing mix.

**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.