



Deputy Ticketing and 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 for a confidential discussion.

Please note, your role may involve working with children or vulnerable people.

The Deputy Ticketing & Sales Manager Role

You'll report to the venue's Ticketing & Sales Manager and be responsible for and a team of Customer Service Hosts – Ticketing (Casual).

This role is based on working 40 hours per week, which will include some evening and weekend working, and occasional bank holidays.

The Deputy Ticketing & Sales Manager supports the effective delivery of all ticketing and sales activity across Woking Theatres & Cinema. They help drive ticket, membership, package and ancillary product sales, ensuring strong revenue management and excellent customer service. The role includes deputising for the Manager when required and maintaining high standards of operational efficiency.

The successful candidate will take a proactive, sales-focused approach, supporting the team to maximise occupancy and average ticket yield. They will ensure ticketing processes are followed, sales targets are met, and that the team adopts new systems, technology and ways of working.

They will contribute to staff scheduling within budget, lead by example in customer-facing sales activity, and help create an environment where staff are well trained, motivated and supported to deliver outstanding service.

A collaborative, positive approach is essential, along with the ability to communicate effectively with colleagues, partners and customers to support the shared goal of maximising sales and delivering an excellent audience experience.

Key responsibilities

Optimising Sales and Revenue

- Support the Ticketing & Sales Manager in using data and sales insights to inform revenue and inventory decisions that maximise occupancy and average ticket yield.
- Contribute to the proactive management of inventory, supporting marketing and revenue management initiatives and encouraging the team to do the same.
- Assist in driving sales of PP seats, Pizza Al Teatro, Ambassador Lounge and other hospitality packages, ensuring accurate reporting and strong sales performance.
- Demonstrably support marketing campaigns through sales initiatives, providing regular ideas and communication with the relevant departments.
- Champion the adoption of new technologies and systems introduced by central Ticketing and IT teams.
- Lead by example in selling and cross-selling tickets, memberships and ancillary products in line with company guidelines.

People

- Support the creation and management of staff rotas, ensuring effective cover within budget.
- Ensure that the Venue Ticketing & Sales Team is trained, proficient and knowledgeable in:
 1. Customer Service from the beginning of the customer transaction to the end
 2. Health and Safety
 3. Current sales technology and any successive IT to maximise sales
 4. Access membership scheme and requirements of access performances
 5. Data protection
 6. Company and venue policies
- Assist in managing staff performance, providing feedback and support as required.
- Provide day-to-day leadership, motivating the team and fostering a proactive, customer-focused culture.

- Resolve customer service issues where needed and escalate appropriately.
- Deputise for the Ticketing & Sales Manager when required.

Processes

- Support the preparation of sales reports, inventory updates and other information required by internal teams and external partners.
- Maintain accurate ticketing information, including show builds, allocations, holds and hospitality packages, ensuring systems and customer-facing platforms are correct.
- Liaise with Producers, Venue Management, Marketing, Customer Experience, Cinema & Events, central Ticketing teams and other stakeholders to ensure smooth communication and operational alignment.
- Oversee the weekly cinema programme upload and manage ad hoc uploads as required.
- Ensure accurate patron data is collected and maintained in line with GDPR.

Policy / Law

- Comply with all legal requirements of the Data Protection Act.
- Adhere to Health & Safety procedures to minimise the risk of injury and accidents.
- Attend meetings as required.
- Adhere to all ATG IT and Ticketing policies.
- Understand access issues and anti-discrimination legislation and implement correct practices when serving access patrons.

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

- Strong IT competency
- Ability to motivate and self-motivate, supporting the team to work collaboratively and embrace new ideas that drive commercial success.
- Ability to learn quickly and share knowledge effectively, ensuring the team has the information and skills needed to perform to a high standard.
- Clear and adaptable communication skills, with confidence engaging with colleagues, customers and stakeholders, and contributing actively in meetings.
- Flexible and open to change, with the ability to support others through new processes and ways of working.
- Proactive approach to problem-solving, anticipating issues and identifying solutions rather than barriers.
- Strong sense of accountability for personal performance and team outcomes.
- Calm, professional and respectful approach in all situations.