



Cinema & Events – Marketing & Communications Officer

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 Cinema & Events – Marketing & Communications Officer Role

This role is part of the venue Marketing & Communications team in one of ATG's regional venues. The Cinema & Events - Marketing & Communications Officer supports in delivering campaigns for the cinema & events programme in order to drive ticket sales and revenue and nurture our audience base.

Overall purpose:

- Support in the planning and delivery of creative and innovative marketing and communications campaigns that drive ticket sales, membership and revenue, and nurture the audience base, coordinating and collaborating within the venue and with ATG's central team.
- Support in raising the media profile and footprint of the venue through implementing campaign ideas, partnerships, creating content.

Key responsibilities

- Support in planning and delivery of cinema & events marketing and communications campaigns, including liaison with distributors, agencies, media or other partners on activity and initiatives. Lead on selected campaigns as directed.
- Support in the planning and delivery of an events programme which includes corporate hospitality, local hires of the cinema or theatre facilities and in-house events to complement and enhance the cinema programme and membership scheme to drive attendance and elevate audience experience.
- Support in driving venue hires business - produce marketing materials to promote with community users and corporate clients.
- Support the development of the current membership and its offering to grow this audience.
- Effectively utilise audience data analysis to evaluate campaigns and feed into future planning, monitoring and learnings.
- Monitor sales performance to identify challenges and opportunities and consider initiatives and tactics to drive occupancy and revenue.
- Support in sourcing and creating assets, timely implementation across different media, liaison with agencies and maintaining accuracy in all marketing output.
- Collaborate on and deliver campaigns to drive Nova's membership scheme, corporate and sponsorship commitments, venue F&B marketing and other ATG concepts and initiatives.
- Participate in the venue's CRM strategy through the writing of clear, effective copy that captures the venue's tone of voice and contributes to strong ticket sales.
- Contribute towards the venue's digital communications particularly through social media, including generating engaging content.
- Collaborate with all venue and central teams to ensure best practice and successful campaign delivery.
- Support the Cinema & Events – Marketing & Communications Manager in raising the profile of the venue through PR stunts and other activities.
- Attend events as part of the team or solo in support of the Cinema & Events – Marketing & Communications Manager.
- Support with the proofing of all print materials that may be used to promote the venue or its events.
- Support and deputise within the department as required.
- Undertake training and develop skills that will benefit the venue, ATG and the postholder's own professional development.
- Any other duties as reasonably requested to support the venue achieve its business objectives.

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.

- Enthusiasm and aptitude for marketing and communications, and some experience in both fields.
- Previous social media, CRM and digital experience.
- An aptitude for digital tools and software.
- Highly developed verbal communication skills, including negotiation.
- Excellent written communication skills with attention to detail.
- Strong organisational, time management and administrative skills.
- Ability to take initiative and be proactive.
- Comfortable working in both a team and solo.
- Ability to work to a consistently high standard in a busy environment.
- A flexible and positive approach to unexpected challenges and problems.
- Enthusiasm for/ interest in cinema and the work of ATG.
- Experience of working within the arts and culture or events environment