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 require you to work with children and vulnerable people.

The Deputy Ticketing and Sales Manager Role

The Deputy Ticketing and Sales Manager supports the Ticketing & Customer Support teams by helping to maximise the ticketing revenue for productions through effective inventory management, ensuring sales are at the best possible price, providing administrative support, and delivering a first-class customer experience. This role primarily supports the Ticketing and Sales Manager to manage the venue's ticketing operation and achieve sales targets but also is a key role for supporting our customer's journeys, and particularly our venue's accessibility. This is an exciting new role which will help deliver the longer-term growth strategy of the venue.

Key Responsibilities

Ticketing Operation

- Assist the Ticketing and Sales Manager with the careful management of inventory to maximise the sale of tickets and collaborate with the central inventory team to ensure all data is accurate.
- Assist with the implementation of a clear ticketing strategy for each show with precise inventory management guidelines as instructed by the Ticketing and Sales Manager and promoters.
- Assist with the build and maintenance of shows on the ticketing system including add-ons and VIP packages.
- Contribute to the accurate and timely set up for priority and public booking periods and associated communications.
- Execute reports and share information with relevant parties including other ATG departments, promoters/producers and third parties where necessary.
- Liaise with internal departments and visiting companies via the Company Manager to manage ticket requests and allocations to maximise yield on ticket sales.
- Assist with the reconciliation of sales.
- Take the lead on fulfilling the ticketing requirements of our secondary space, The LINK, and other in-venue events including Creative Learning initiatives and corporate hires.
- Deputise for the Ticketing and Sales Manager in their absence.

Sales

- Sell and oversee the sale of tickets, memberships and all other related products online, and help to administer all payments accurately to maximise sales and minimise loss.
- Check that all seats are sold at the best possible price.
- Contribute to the implementation of dynamic pricing strategies, tactical discounting, rebranding, allocations, promotional and on sale activity across the programme, maximising ticket yield and occupancy.
- Monitor sales on a show-by-show basis, review seat holds and release where appropriate.
- Support the implementation of new technologies and initiatives by central Ticketing and IT teams as directed by the Ticketing and Sales Manager.
- Work closely with the Marketing team to maximise sales, with a particular emphasis on promotional activity.
- Assist the Marketing team in maintaining the customer database, undertaking other marketing duties as appropriate

Customer

- Support the Ticketing department as Ticketing Lead when required on show nights and at any other events. Resolve on the night customer and ticket queries as the primary contact for ticketing issues.
- Compile relevant lists of customers attending performances who may be VIP guests, corporate guests, group bookings or other, and assist where necessary on their arrival.

- Answer customer messages online, via telephone and via email in regard to ticketing queries.
- Communicate on the night as needed with Producers, their agents, Venue Management, Marketing, Customers, central Ticketing & Revenue Management teams, as well as support the work of other venue departments as required.

Access

- Promote a positive culture for Accessibility in the venue and ensure that the correct information is uploaded as per venue/show layout on the ticketing system.
- Take the lead as Access Champion for the venue, being the go-to person for up-to-date information and advocating for the needs of our Access customers at all times.
- Provide additional support as needed to Access patrons attending on show nights.
- Be the point of contact for our Access customers via email and telephone, assisting with bookings and ensuring our Access scheme is high quality at all touchpoints.

General Activity

- Maintain good relationships with other venues, including strategic collaboration as well as cross-promotional tactical activity.
- Engage with Company-wide projects, initiatives and training programmes.
- Maintain positive client relationships with third party productions.
- 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.

Desirable

- Some experience or a keen interest in sales, audience data and budget management
- Some experience with databases and/or customer relationship management (CRM) systems
- Numerate and logical thinker with the ability to problem solve
- Good organisational skills and attention to detail
- Ability to select the best option available to suit the individual needs of each customer
- Communicate with all customers and colleagues in an appropriate manner
- Flexibility in approach to working across different departments
- Proactive and flexible attitude, ability to effectively prioritise