

## **ATG Membership Account Executive**

Reporting to: Membership Campaigns Manager & Membership Account Director  
Department: Membership

### **THE ROLE IN SUMMARY**

This is an exciting and pivotal new role in helping develop and relaunch a world-class Membership scheme, ATG TheatreCard. The Membership Account Executive will support the Membership Campaigns Manager & Membership Account Director in the development and testing of ATG's new and revamped loyalty tiers and will lead the day-to-day reporting and delivery of Membership product and its marketing campaigns.

Marketing Campaigns will be released at both a local and national level to launch the overhaul of the program and to acquire/retain members. He/She will collaborate with Central and Venue marketing teams to provide the necessary data and insights to inform strategies and tactics, as well as successfully deliver campaigns that increase both the frequency of attendance and spend per head.

### **VISION FOR MEMBERSHIP TEAM**

ATG is the biggest theatre operating company in the world, with the unrivalled advantage of owning the UK's largest theatre ticketing business (atgtickets.com & lovetheatre.com) and theatre's largest membership scheme (ATG Theatre Card: c.94K members).

ATG's vision is to become a customer-centric organisation and leader in the entertainment world. TheatreCard has been recognised as a key opportunity to nurture our customer base, drive revenue & growth for the company and is therefore central to the future of the business.

### **KEY RESPONSIBILITIES**

- Be the voice/champion of the ATG member audience
- Provide key support in the renovation of the existing Membership scheme:
  - Support Membership Campaigns Manager & Membership Account Director to help inform and identify new opportunities for product development or marketing campaigns respectively.
  - Contribute to the design & delivery of marketing initiatives.
  - Help coordinate and manage key stakeholders in the roll out of marketing campaigns, both centrally, in venue or with show producers.
- With acquisitions and retention of Members a key focus for the department, you will be the owner of ensuring Membership is reported accurately and all data is collated to support the Membership team.
  - Collaborate with Central Data, CRM & Digital teams to report on how many members we have, where they were acquired, how many members were lost and their spending behaviour.
- You will also be the lead for the delivery of Membership campaigns, initiatives and products working with external partners

### **KEY SKILLS, ATTRIBUTES AND EXPERIENCE**

- At least +2 years' experience in a marketing agency and working in highly effective teams.
- Evidence of close collaboration with other departments and creating strong and productive relationships.
- A team player who is outgoing and will play a key role in the culture of the extended Membership Marketing Team.
- Organised individual who can clearly and effectively report back to the rest of the team and external partners.
- An understanding of customer, media and campaign performance, and associated measurement tools.