



Marketing Director, London

Job title: Marketing Director	
Main purpose of job: ABBA Voyage London is seeking a Marketing Director, who will lead a talented and dedicated marketing team to deliver an integrated, innovative and detailed marketing campaign which will help to achieve the ambitious sales goals of the production. Bringing to the role a wealth of experience in entertainment marketing along a keen business instinct, this individual will also have a collaborative spirit and resilient can-do attitude. Working closely with the Global Sales and Marketing Director and the Head of Sales, the Marketing Director will partner with the internal sales and marketing teams, external agencies, ticketing partners, production team and the wider industry to focus efforts and ensure that ABBA Voyage's marketing campaign succeeds in every way – commercially, creatively and strategically. They will continually challenge themselves to examine every corner of the campaign, and inspire their team to do the same.	
Department: Marketing	Location: ABBA Voyage, 10 Rathbone Place, London, W1T 1HP
Position reports to: Global Director of Sales and Marketing	Position is responsible for: Deputy Marketing Director, Assoc Marketing Director and Marketing Manager
Contract Term: Permanent	Salary: Depending on experience

ABOUT YOU

- Minimum five years driving entertainment ticket sales at a Senior Manager level or above. This experience must include utilising a range of marketing strategies to build entertainment brands and achieve sales goals
- Experience in line managing a talented and dedicated team, and maintaining a focus on getting the best out a team
- Passion for live entertainment and an understanding of how consumers engage with the industry
- Strong understanding of marketing channels, the London media landscape and how to exploit these to achieve goals
- An ability to partner across industries and at many different levels to build collaboration and foster positive business outcomes

Key roles and responsibilities

- Partnering with the Global Sales and Marketing Director, create a detailed and robust segmented marketing strategy, which achieves capacity sales for ABBA Voyage year-round, activating relevant segments at the right time and in the right way



- Lead the marketing team to execute upon the multi-channel, multi-segment strategy, harnessing the power of that team, its external agencies and a sizeable marketing budget to achieve the required sales and strategic goals
- Partner closely with the sales team to identify issues and opportunities, flexing strategy and plans to respond as required
- Work with external agencies, specialists and consultants to create world class creative assets and materials to continually support the show's campaign. Championing excellence and advocating for building a strong and resonant brand
- Utilise all required marketing and research tools to fully understand consumer response to the campaign, including but not limited to sales data study, market research, post-trip surveys and focus groups
- Take responsibility for management of the London marketing budget, ensuring it is used effectively and actively. Report on budget spend and work to achieve alignment on all budget issues including allocation and recalibration. Remain mindful of established ROAS goals, ensuring these are achieved
- Oversee the development of a sales-driving CRM strategy, engaging with ABBA Voyage's bookers and fans to ensure continued engagement. Remain ambitious for what this programme can achieve and the ways it can contribute to the business
- Implement a strong partnership and promotions strategy, working with external agencies and partners to develop innovative partnerships which achieve commercial and strategic goals
- Actively seek new marketing opportunities and channels, exploring how these might positively impact the business
- Provide line management to the in-house marketing team as required, with specific focus on their development and growth within their roles, to the benefit of both the team members and the organisation
- Represent ABBA Voyage to the wider entertainment and tourism industries, demonstrating a culture of enterprise and ingenuity

HOW TO APPLY

Please read the full job description carefully and if you're confident you meet the criteria, please send an up-to-date CV, along with a few paragraphs (no more than 500 words) outlining why the role interests you and what you will bring to ABBA Voyage, to careers@abbavoyage.com.

ABBA Voyage welcomes applications from all sections of society. We are committed to equal employment opportunities regardless of race, religion, or belief, ethnic or national origin, disability, age, citizenship, marital, domestic, or civil partnership status, sexual orientation, gender identity or any other basis as protected by applicable law. If you have a disability or additional needs that require accommodation, please do not hesitate to let us know.