



JOB TITLE: Marketing Manager

CONTRACT TERM: Permanent

LOCATION: ABBA Voyage Arena/Head office (central London)

REPORTING TO: Marketing Director

HOURS: Full-time

CLOSING DATE:

ABOUT US:

ABBA Voyage is a concert like no other, blending cutting-edge technology, spectacular lighting, and some of the most beloved songs ever written. Since the custom-built arena opened in May 2022, the show has been astounding and delighting thousands of visitors from across the world. But as we continue to build on the success of the London show and with rapidly expanding growth plans, the journey is only getting started. We are looking for talented and passionate individuals to join our already world-class team. This is a rare opportunity to be part of something truly iconic and really make your mark. If you'd like to take your career to the next level, we'd love to hear from you!"

See what audiences have been saying about the show: <https://www.instagram.com/p/CghOCTIDdy3/>

ROLE OVERVIEW:

Your role will involve working as part of a dynamic and multi-skilled team, utilising your specific skills, experience and passions to develop and implement robust strategies to support the aims of the Marketing and Communication Department. You will be responsible for devising and delivering integrated and detailed annual campaigns to help ABBA Voyage achieve its ambitious sales goals. Resilient and never afraid of a challenge, the Manager will ensure that these crucial aspects of the campaign deliver on time, on budget and to perfection. Adept at partnering with both internal and external stakeholders, you will ensure that everyone's attentions and efforts are directed into creating a brilliantly cohesive and mould-breaking campaign.

KEY ROLES AND RESPONSIBILITIES:

- Working as part of the Marketing Team, London, you will take responsibility for the planning and execution of multiple advertising campaigns for ABBA Voyage, ensuring all activity aligns with established strategy, tone and objectives
- You will help direct the efforts of the external agencies and any other internal or external contributors, to ensure that their plans align (including but not limited to PR, social media, sales activations, promotional activity, etc)
- Oversee the development of creative materials. Ensure materials are fully briefed to agency, and that buy-in is gained from all stakeholders to ensure smooth passage of approval
- Provide timely approval of agencies' plans and materials, ensuring all activity is moving forward and not causing undue strain or delays on either team
- Support in the management of the show's complete marketing budget, ensuring that budget is fully utilised and not exceeded, and works hard to achieve the show's goals
- Work to develop new creative ideas and materials, partnering with consultants, photographers, designers and other specialists as required. Ensure that all materials developed achieve established objectives and that creative budgets are well managed
- Support the efforts of the broader marketing campaign and department, providing support and ad hoc project management as required
- 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
- Remain ahead of changing trends and emerging media channels, to ensure that ABBA Voyage continues to push the envelope and lead the way in this category



ABOUT YOU:

- Minimum two years in working on shaping and delivering a marketing campaign within the live entertainment and or events industry
- Experience of partnering with agencies and media buyers to plan and execute integrated multi-channel advertising campaigns, implementing significant budgets and resource
- Ability to partner with external agencies and internal stakeholders to develop creative materials to achieve specific brand and comms goals.
- A good understanding of marketing channels, the UK media landscape and how to exploit these to achieve goals
- Passion for live entertainment and an understanding of how consumers engage with the industry
- An ability to partner with external agencies to direct their efforts and ensure that they are empowered and motivated to deliver outstanding work
- Highly organised with strong verbal and written skills, and excellent project management skills
- Working knowledge of PR and Social, and its integration with marketing
- You enjoy working in an autonomous start-up environment setup. You enjoy the pace, responsibility and changing nature of working in a growing business
- You care about company culture and see your own responsibility in creating a positive work environment
- You are up to date with the latest industry trends and enjoy pushing the traditional boundaries of creative excellence to challenge the status quo

WHAT'S IN IT FOR YOU:

- The opportunity to be part of a revolutionary concert
- Competitive salary and bonus scheme
- 6% matching pension contributions
- 10 complimentary tickets to the show every year
- Health Care Cash Plan, EAP and retail discounts

HOW TO APPLY:

Please send an up-to-date CV and a short cover letter to jobs@abbavoyage.com with the subject title "Marketing Manager".

DIVERSITY AND INCLUSION STATEMENT

Here at ABBA Voyage, we strive to be a business where difference is valued and everyone is able to thrive in a culture of equality, inclusion and belonging. We are committed to providing a truly inclusive environment that reflects today's society, where everyone is able to bring their true selves to work, and where diverse voices and backgrounds are valued, heard, and well-represented.

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 at the point of application.

BE YOUR BEST STATEMENT

We want everyone to make the most of the opportunity to shine and showcase their talents, so we are happy to make adjustments in the recruitment process so you can be your best! Please don't hesitate in discussing any specific requirements with us, or if you would feel more comfortable, you can email us confidentially at peopleteam@abbavoyage.com to let us know how we can support you.