



JOB TITLE: Head of Marketing

CONTRACT TERM: Full Time

LOCATION: ABBA Voyage Arena / Central Office

DEPARTMENT: Marketing

REPORTING TO: Marketing and Communications Director

HOURS: Full-time

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 [here!](#)

ROLE OVERVIEW:

ABBA Voyage London is seeking a Head of Marketing to lead a talented and dedicated marketing department to deliver integrated, innovative, and detailed marketing campaigns which will help to achieve the ambitious sales and marketing goals of the ABBA Voyage concert.

Bringing to the role a wealth of experience in entertainment marketing alongside a keen business instinct, this individual will also have a collaborative spirit and resilient can-do attitude.

The Head of Marketing will lead the internal marketing team and external agencies, overseeing all marketing activities, including branding, advertising, public relations, paid and organic digital marketing, with the goal of driving ticket sales, enhancing brand awareness & consideration, developing new audiences and fostering customer loyalty.

They will embody the company values to deliver a campaign that succeeds in every way – commercially, creatively, and strategically. They will continually challenge themselves to maximise every element of each campaign and inspire their team to do the same.

KEY ROLES AND RESPONSIBILITIES:

- Develop and execute a long-term marketing strategy in partnership with the wider Commercial team and agencies to achieve desired ticket sale targets.
- Take ownership on campaigns across both organic and paid social to exceed commercial goals.
- Collaborate with creative teams on marketing materials across various channels (OOH, digital, print, etc.).

ABBA[®] Voyage

- Develop and optimise the digital marketing strategy, including website, CRM, SEM
- Lead on planning and delivery of events, coordinating with internal teams and external suppliers.
- Conduct market research and analyse data to inform strategy and enhance performance across departments.
- Manage marketing budget and agency relationships for effective campaign execution and ROI.
- Act as Brand Guardian, ensuring consistent brand guidelines across the business.
- Grow brand awareness and measure success via brand tracking.
- Provide leadership to the marketing team and represent ABBA Voyage in the entertainment and tourism industries.

ABOUT YOU:

- Senior-level marketing experience, preferably in premium ticketed entertainment, or related industry.
- Proven success in multi-channel marketing campaigns for entertainment brands.
- Strong commercial acumen and accustomed to working towards targets and deadlines.
- Strong understanding of the UK media landscape and digital marketing.
- Strong analytical and data-driven decision-making skills.
- Experience setting and managing budgets.
- Strong leadership and team management skills, with the ability to motivate and inspire teams.
- Passion for live entertainment and an understanding of how consumers engage with the industry.
- Excellent communication and presentation skills, with the ability to effectively communicate with various stakeholders.

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, Life Assurance, EAP and retail discounts

HOW TO APPLY:

Please send an up-to-date CV and a short cover letter to jobs@abbavoyage.com

OUR VALUES

Brave & Respectful

We take great pride in ourselves and what we do. We deliver our very best for each other, our guests, our partners and our community. We create value, but not at any cost, so we're never cheap and never greedy. We think it's better to try and sometimes fail, than not try at all. We make decisions



based on what we believe is the right thing to do, to ensure we make a positive impact and truly represent ABBA.

Better Together

We believe in welcoming people just as they are – unique human beings – and accepting them with open minds. We know it takes every one of us to create the ABBA Voyage experience, which is why no one's more important than the other. We expect everyone to make each other feel seen and appreciated, and work as a collective. It's the shared connections and sense of togetherness we build that makes ABBA Voyage such a meaningful communal experience.

Like No Other

We are passionate about always moving forwards and going beyond expectations – our own, our company's, our audience's, our communities' – to be part of something you can't quite put into words. We see any challenge as an opportunity to learn, to try new things, and to inspire and make a difference. There's a magic about ABBA Voyage that is achieved by using our imagination to make all our interactions extraordinary.

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.