



**JOB TITLE:** Digital platforms and CRM manager

**CONTRACT TERM:** Permanent

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

**REPORTING TO:** Commercial Strategy and services director

**HOURS:** Full-time

### **ABOUT US:**

ABBA Voyage is a concert like no other, blending cutting-edge creativity, 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:**

We are seeking a dynamic and passionate digital marketing professional to manage the ABBA Voyage digital platforms including the website and CRM system. The Digital platforms and CRM manager plays a vital role in driving sales and audience engagement. You'll be the guardian of our digital user experience, ensuring it's smooth, intuitive, and aligned with what our audiences need.

This is a hands-on role with real impact. You'll work closely with our B2B and B2C revenue directors, their teams and our agencies to make sure our digital platforms perform, convert, and evolve as our business grows. As we evolve, we need the right tools and you will play a key role in shaping those systems.

### **KEY ROLES AND RESPONSIBILITIES:**

- Deliver the digital platform strategy and plan in conjunction with the Commercial Strategy and services director
- Take ownership of the digital customer journey, looking to improve and enhance the experience across the ABBA Voyage digital platform ecosystem
- Ensure all digital platform touchpoints reflect our brand consistently and provide a seamless experience across devices.
- Working hand in hand with the Ticketing and revenue teams, manage the ecommerce strategy and execution to drive conversion
- Optimise website performance identifying and eliminating friction points whilst ensuring maximum discoverability by working closely with the content teams to keep content fresh as part of your SEO/AIO strategy.
- Design and implement a scalable CRM system and loyalty program
- In partnership with the revenue teams, Implement audience segmentation techniques to tailor communications to different customer groups to grow engagement, repeat visitation through loyalty programs, email campaigns, and automated marketing programs.
- Reporting & analytics: Analyse customer, sales and performance metrics then translate findings into actionable recommendations.
- Gain a deep understanding of our visitors derived from customer data and market research to optimise our offering and communications.
- Agency Management: Manage all digital agencies, delivering on deadline and KPIs



- Understand and have experience in risk and governance on digital channels such as but not limited to GDPR, digital security, cyber security
- Adapt and thrive in a changing environment — helping us scale smartly.

#### **ABOUT YOU:**

- Solid experience managing high-performing ecommerce websites, loyalty programs and CRM platforms in a commercial environment.
- A user-first mindset — you care about how things work, not just how they look.
- Familiarity with CMS tools (such as Wordpress), UX best practices and basic UI principles (you don't need to be a designer, but you know what good looks like).
- Confidence with digital metrics — you know your CTRs from your CVRs and why they matter.
- Familiarity with key marketing automation and CRM platforms (including Dotdigital) — we haven't picked our exact tech stack yet, so flexibility is important.
- Experience working with agencies, designers, and content teams.
- Strong organisational and project management skills.
- A calm head and a collaborative spirit — especially when things are moving fast.
- A test-and-learn approach with a focus on performance and results.

#### **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](mailto:jobs@abbavoyage.com)

#### **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](mailto:peopleteam@abbavoyage.com) to let us know how we can support you.