



JOB TITLE: Campaign Executive

CONTRACT TERM: Full time

LOCATION: ABBA Voyage Arena & ABBA Voyage Central Office

REPORTING TO: Campaign Manager

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 millions 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're looking for a proactive, organised, and enthusiastic Campaign Executive to work across ABBA Voyage marketing campaigns. You'll be a key point of support for the Campaign Manager as well as for the wider Marketing team and Commercial department.

The ideal candidate has experience in a marketing role, is a quick learner, and is willing to get stuck in and work to improve performance and hit measurable KPIs across all marketing and communication channels: paid advertising, social media, email, website, and PR. You'll be working in a fast-paced, creative, collaborative, and commercially-minded team so you should be able to balance competing deadlines and communicate well with colleagues.

KEY ROLES AND RESPONSIBILITIES:

- Support the wider marketing team across the roll out of all elements of integrated, full funnel marketing campaigns
- Support the social media agency and wider marketing team in social media monitoring and community management
- Maintain necessary documents, including but not limited to campaign timelines, campaign planning decks, campaign performance reports and sales reports
- Work with the Campaign Manager to produce and distribute campaign analysis reports
- Work with the broader marketing team and its advertising and media agencies to ensure timely approval and trafficking of digital and print assets
- Be the point of contact for artwork and marketing requests from wider teams in the business
- Support at key events, activations, and pop-ups
- Assist with film and photography shoots – writing briefs, directing crews, and liaising with teams at the ABBA Arena
- Provide content/copywriting ideas and duties as required, including for email campaigns, social media posts, and web content
- Work with marketing team and agencies to commission and approve marketing content for all channels, ensuring these align with broader campaign strategy
- Support fulfilment of PR and publicity requests as required, partnering with PR agencies and producing team
- Coordinate the issuing of all purchase orders and invoices and monitor the associated costs for the budget
- Assist the Marketing team with diary and meeting management, including creation of agendas and meeting notes



- Other administrative duties as required

ABOUT YOU:

Essential

- Good understanding of marketing and comms, and its role in reaching audiences and supporting commercial KPIs
- Experience working in a cross-functional team environment
- Positive attitude and demonstrates our company values
- Creative and analytical mindset, with the ability to gather and analyse data, using it to enhance creative thoughts and marketing plans
- Excellent communications skills, with the ability to put this to use in supporting relationship management with external agencies and stakeholders, and the ability to treat different viewpoints and ideas with diplomacy and professionalism
- Adaptable and flexible with ability to work proactively and independently
- Excellent organisational skills, including time management, prioritisation, forward planning and meeting deadlines
- Enthusiasm for live entertainment/experiences and a passion for working with ABBA
- High standard of written English
- Highly organised and adaptable, able to manage shifting priorities and cope with last-minute changes
- Able to maintain complete confidentiality and work with the utmost discretion and integrity
- Experience in supporting the delivery of large and small-scale campaigns across the marketing mix, from briefing to post-analysis

Desirable

- Demonstrable experience in a similar role, ideally in the live entertainment industry
- Experience working on a well-known brand
- Previous experience in supporting budget management
- Marketing degree or related qualification

Although we have standard office hours, this isn't a 9-5 job and will occasionally involve evening and weekend work, but you'll be able to sing and dance to ABBA as much as you like!

Everyone here is excited by what they do, and you need to feel that too, with opportunities constantly arising to do something you've never done before you need to be ready to throw yourself into life here fully. We are all expected to adapt to the needs of the organisation as we grow, taking on new or changing responsibilities as and when needed.

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

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.