



JOB TITLE: Marketing Manager: Activations and Partnerships

CONTRACT TERM: Full time

LOCATION: ABBA Voyage Arena & ABBA Voyage Central Office

REPORTING TO: Associate Director: Marketing and Consumer Revenues

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 the journey doesn't end there. We still have big plans and 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:

We're looking for a Marketing Manager to lead on marketing campaigns for onsite activations, partnerships, and secondary spend. This is a new role in the marketing team, focussed on ABBA Voyage's status as a must-visit destination in London, increasing secondary spend from our visitors, and delivering partnerships that help us reach new audiences and generate buzz around the concert.

This is a new role, so we are looking for a proactive, collaborative self-starter who will work closely with the wider Marketing team, as well as with colleagues across the Commercial department and the wider business.

KEY ROLES AND RESPONSIBILITIES:

Events/activations

- Plan and deliver the marketing campaigns for onsite activations, building the ABBA Arena's status as a destination
- Work with media, PR, social, and other agencies to plan and deliver multi-channel campaigns
- Support the planning and delivery of major onsite activations such as Christmas and Summer at the ABBA Arena and gala concerts
- Work collaboratively with Travel Trade and Corporate Sales colleagues to align consumer destination campaigns with B2B marketing

Partnerships

- Work with our food and beverage, merchandise, and hotel partners to deliver marketing campaigns that increase secondary spend
- Develop and deliver paid media partnerships that help to reach and convert new audiences, generate buzz around the concert, and provide content creation opportunities
- Work closely with the Director of Partnerships to fulfil marketing obligations to our primary sponsor Oceanbird, and to maximise comms opportunities around this partnership
- Work collaboratively with the Campaigns Manager to align your marketing activity with primary brand and ticketing campaigns.

General

- Recruit and line manage a Marketing Executive for Events, activations and partnerships
- Budget management, ensuring that all your projects are delivered on budget, with best possible ROI for the business

ABOUT YOU:

Essential

- Significant experience in a similar role, planning and delivering marketing for events, activations, pop-ups, and/or partnerships
- Excellent project management skills, with demonstrable experience of overseeing marketing projects and activations from ideation through to post-event analysis
- Experience of PR and its role in 360 marketing campaigns
- Creative outlook, with the ability and willingness to come up with new approaches to campaigns and activations



- Demonstrable experience of working collaboratively with colleagues, agencies and other stakeholders to plan and deliver marketing activations
- Excellent communications skills, with the ability to treat different viewpoints and ideas with diplomacy and professionalism
- 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

Desirable

- Experience in the live entertainment or similar industry
- Experience working on a well-known brand
- Previous line management experience

WORKING WITH US:

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.