

Job Description

Job Title:	CRM and Data Executive
Organisation:	Cheltenham Festivals Ltd
Salary:	£22,000 per annum: 5% employer's pension contribution, childcare vouchers, staff ticket benefits
Location:	109-111 Bath Road, Cheltenham
Responsible to:	Head of Marketing
Responsible for:	No direct reports
Working arrangements:	Occasional evening / weekend work
Holiday:	25 days per annum. The holiday year is January to December

Background information

Since the launch of the Music Festival in 1945 and the Literature Festival in 1949, Cheltenham has been at the forefront of contemporary British culture. The Jazz festival was introduced in 1996 and the Science Festival in 2002. The Literature Festival is the largest of the four festivals .

Cheltenham Festivals raises approximately 50% of its income from fundraising activities and 50% from ticket sales.

Cheltenham Festivals is a registered charity and a company limited by guarantee. The Board of Directors, who are also the Trustees, are elected by the members of the company. They include the Chair of each of the festival advisory committees. The Board meets four times per year and is chaired by Diane Savory OBE.

Each Festival programming team works closely with the Directors of Festivals, Education, Development & Marketing as well as Finance, Operations and HR to achieve the objectives of the organisation. The Senior Management Team (SMB) reports directly into the Board of Trustees.

The post of CRM and Data Executive is one of a team of 25 in Marketing & Development.

Job Purpose

The CRM and Data Executive will provide support to all departments within Cheltenham Festivals to improve our understanding of audiences, partnership relations and evaluate the organisations overall performance against target to enable the organisation to capitalise on insights gained.

The data you extract from the Cheltenham Festivals' CRM system (Currently Tessitura, advanced training will be given), analyse and report on will inform plans and decisions made to support the organisational strategy.

The post-holder will ensure Cheltenham Festivals are compliant with Data Protection regulations. Be

responsible for the setting up and procurement of marketing, development and related financial data within Tessitura, ensure all data requirements are up to date and searchable for reporting.

Although reporting into the Head of Marketing the post-holder works closely with members of the Marketing, Box Office, Development and Festival teams.

Detailed Job Description

CRM

- Be an integral member of IT user groups and champion the use of Tessitura across the organisation and be an active member of the Tessitura User Group (TUG) suggesting and implementing new ways of working to improve organisational efficiency and effectiveness
- Be responsible for training of key staff in Tessitura / Artifax data extraction, analytics and reporting
- Manage all mailing plans, running selections and monitoring responses
- Under the instruction of the Head of Marketing, be responsible for the setting up and monitoring responses of individual Festival marketing campaigns and promotions within Tessitura

Audience Development

- Support the Audience Development Plan by providing customer insights to support the development of long term relationships with new and existing customers increasing retention, acquisition and the number of members.
- Work with the Marketing and Box Office team to plan new initiatives to improve and extend customer relations
- Act as the key liaison between Cheltenham Festivals and the Audience Agency to support the profiling and development of our audiences

Data Analysis and Reporting

- Recommend and implement improvements to income dashboards that reflect accurate organisational performance
- Create and manage data reports which are automated from the CRM system Tessitura which will inform marketing campaigns and promotions, target membership achievements, track partner delivery costs, benefits and promotions
- Compile statistics, festival closure reports and all data for research and reporting purposes
- To pull together all relevant data, sales figures, marketing and partnerships information into impact reports that support return on investment effects of partner relationships
- Provide weekly reports which track programme and education sales, income from partnerships, memberships and donations against target
- Provide daily availability and holds reports
- Bring data insight that informs decisions across the business including contributing to new projects and initiatives

Research

- Work with the Head of Marketing and Director of Marketing and Partnerships to create and implement an organisation wide research programme. This will include creating research briefs, designing and conducting online surveys and managing volunteers to conduct research
- When required researching new business opportunities across Corporate, Institutional and Government funding

GDPR

- To ensure all data management is compliant with current GDPR requirements and be an active member of the GDPR working group.

General management

The CRM and Data Executive will

- Be responsible for ensuring the health and safety of the team and yourself by following safe systems of work, and by meeting the requirements of the health and safety policy.
- Ensure that Cheltenham Festivals policies including equal opportunities, data protection and health and safety are followed and actively practiced within their team.
- Participate in Cheltenham Festivals' agreed performance appraisal system to support your personal development
- Use and proactively ensure the team use the data systems and management systems in place, currently Tessitura and Artifax.
- Ensure you are up to date in your area of specialism including new developments. Disseminate this knowledge to colleagues if relevant.

This job description is not intended to be exhaustive. The post-holder will be expected to take on responsibilities and tasks as the strategy and Festivals develop (in consultation with the post-holder).

Person Specification

Criteria	Essential
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Skills required	<ul style="list-style-type: none"> • Understanding of GDPR to promote a data protection culture within the organisation • Market and Customer Intelligence research skills • Project management skills • Analytical, statistical skills with ability to interpret and present data • Attention to detail • Strong communicator • Excellent working knowledge of Excel
Knowledge	<ul style="list-style-type: none"> • Tessitura (or knowledge of other CRM system) • Data compliance - GDPR • Audience segmentation • Ability to use SQL desirable but not essential • Creation of online surveys
Disposition	<ul style="list-style-type: none"> • Efficient • Takes initiative
Qualifications	<ul style="list-style-type: none"> • Graduate or equivalent experience