

JOB DESCRIPTION

Job title: CRM and Data Manager

Department: Marketing and Communications

Reporting to: Head of Digital

BACKGROUND AND CONTEXT

English National Ballet (ENB) exists to bring world-class classical ballet to the widest possible audience - delighting them with the traditional and inspiring them with the new.

Under the leadership of Artistic Director, Tamara Rojo, the Company's artistic output, reputation and ambition is growing rapidly. Our vision is centred upon the desire to extend the reach and impact that we have upon audiences and to provide a diverse range of opportunities for people to experience our work – live and digitally.

It is also an exciting time to join us as we will be moving to a purpose-built new home - the cultural anchor of a new community on London City Island, Canning Town. This will include rehearsal, creation and technical facilities and we will share the building with English National Ballet School. This is the biggest investment and the single biggest change that the Company has undertaken in its 69 year history. We have the opportunity to consolidate our current position and re-double our commitment to create and share exceptional art which impacts on people's lives.

PURPOSE OF THE POST

We are looking for a new team member to support, develop and champion the best use of our CRM system, Tessitura.

As a touring organisation, the majority of our public ticketing is managed by our partner venues. However, we utilise Tessitura and related applications to power customer relationship management, sales of workshops and ballet classes, hold management for all performances, and the generation of membership and merchandise revenue.

You will work closely with both the marketing & communication and development team to ensure the effective and efficient use of Tessitura throughout the organisation. You will also be responsible for providing support to end users and foster a data-driven working culture at English National Ballet.

This is an opportunity for someone experienced in using a CRM system and looking to move into CRM management role or a candidate with SQL database skills to take on a new challenge. The successful candidate will have access to training to enable them to meet the requirements of the position.

KEY RESPONSIBILITIES

Database Management

- Act as system manager for Tessitura CRM and oversee development of integrations with any related third-party applications including email marketing system.
- Manage scheduling, testing and approval of system upgrades, installation of new features, service packs and components ensuring compatibility with existing functionality.
- Act as the first point of contact for any issues relating to Tessitura, its hosting environment or integrated web platform and troubleshoot any issues with Tessitura Network and other third-party vendors to provide effective and timely solutions.
- Produce and maintain standard operating procedures for Tessitura at ENB, including custom reports and stored procedures to support business needs and increase data accuracy and productivity.
- Manage ongoing development and customisations of Tessitura Network Express Web, working closely with our web agency on the design of the online transactional experience.
- Maintain data quality and accuracy within Tessitura.
- Ensure system compliance with legislative requirements including PCI DSS and data protection laws.

Event and Ticket Management

- Ensure the smooth and efficient set-up of facilities, events, pricing and modes of sale for all events including ballet classes, talks, member events and workshops.
- Provide accurate set-up of performances at external venues to support the management of all ticket holds, liaising between internal departments and external venues to manage allocations and bookings.
- Work to announcement and on-sale schedules, including priority booking periods, as defined by the Marketing & Digital and Press teams.
- Contribute to the set-up of other products, goods and services within Tessitura to given deadlines.

Financial Reconciliation

- Support our finance team with the financial reconciliation of all events running through Tessitura.
- Ensure smooth running of payment gateway, Payment Express and integration with relevant third-party hardware or applications.
- Support development and finance teams in reconciliation of direct debits and other payment methods.
- Maintain set-up of financial year, ensuring accurate use of annual budget and general ledger codes within the system and corresponding reporting.

Business Practice

- Develop English National Ballet's CRM capabilities, supporting development of accurate and timely data insights from our CRM system, creation of new reports for improved analysis and documenting any new management processes and workflows.
- Support ongoing initiatives to increase availability of audience data from partner venues, undertaking data imports and/or box office integrations via the Tessitura API as necessary.
- Establish any new business processes as necessary to ensure the efficient and accurate use of Tessitura and accompanying data.
- Forge relationships with peers in the Tessitura community, actively engaging community on best practice through forums, local user groups and annual European conference.
- Undertake any future projects or other associated duties as may reasonably be required to fulfil the role.

PERSON SPECIFICATION

Experience

- Experience of managing a CRM system at an advanced user level with knowledge of system configuration within an arts or charity environment.
- Good interpersonal skills with proven track record of developing positive relationships with a wide range of internal users along with external agencies and suppliers.
- Strong numeracy skills with a proactive, methodical and analytical approach to problem-solving and reporting.
- Excellent communication skills written, verbal and interpersonal with excellent reporting capabilities on complex projects.

- Ability to prioritise, multi-task and adapt to a varied and demanding workload while maintaining the highest standards of accuracy.
- A strong understanding of current and upcoming data legislation, privacy laws and PCI DSS requirements.
- Experience of training end-users in the use of a CRM system ensuring data quality and accuracy.
- Experience of financial reconciliation, direct debits and online payment gateways.
- Engagement in own learning and continuous development.
- Experience with Microsoft Office 365 and ability to pick up new software applications as required.
- Experience of working with third party web agencies.

Desirable

- Experience with Tessitura CRM.
- Experience of writing SQL and/or using report writing tools such as SSRS.
- Familiarity with web-based applications, HTML and CSS.
- Experience working within an arts and culture organisation.
- An understanding and interest in the work of English National Ballet.
- Understanding and experience navigating APIs.

This job description is a guide to the nature of the work required of the prospective employee and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and therefore does not preclude change or development that will inevitably be required in the future.