

## **COVENTRY CITY OF CULTURE TRUST CUSTOMER RELATIONSHIP MANAGEMENT (CRM) OFFICER**

**Reports to MARKETING MANAGER**

**Role:** Customer Relationship Management (CRM) Officer  
**Salary:** £22,000 to £25,000 per annum dependent on experience

### **CONTEXT**

In July 2020, we announced that Coventry's City of Culture programme will start in May 2021 and run for 12 months, allowing us to keep our promise to the city and region - to deliver an extraordinary year while providing some much-needed certainty and resources to our artists and communities.

This is your opportunity to be part of telling the story of the city that moves.

Coventry City of Culture Trust was set up in 2015 to bid to be UK City of Culture in 2021. Now that we have been successful in securing the prestigious title, we are recruiting the team ready to deliver an ambitious UK City of Culture year in 2021/22 and legacy.

We are a diverse, modern city which is re-imagining the role culture can play in bringing people together. Coventry is a city of welcome, a city of activists and pioneers, a city of peace and reconciliation, a city of innovation and invention, a City of Culture.

The Trust is committed to:

- Welcoming 2.5m additional visitors to Coventry in 2021/22
- 80% of the city's residents experiencing at least three events in 2021/22
- Increasing audience attendance from under-represented communities by 20%
- Activating more than 16,000 volunteers and participants
- Making long-lasting, tangible social change in Coventry
- Transforming who holds the power to create and curate in the city
- Starting a wave of cultural investment across the region

### **JOB DESCRIPTION**

We are looking for a CRM Officer to join our Marketing department. Initially you will coordinate the integration of our new Customer Relationship Management system (Microsoft Dynamics) working with colleagues across the Trust, and our Ticketing Partner The Ticket Factory.

**COVENTRY CITY OF CULTURE TRUST  
C/O THE HERBERT ART GALLERY & MUSEUM, JORDAN WELL, COVENTRY, CV1 5QP  
WWW.COVENTRY2021.CO.UK**

REGISTERED ADDRESS: THE HERBERT ART GALLERY & MUSEUM,  
JORDAN WELL, COVENTRY, CV1 5QP, COMPANY NUMBER: 09808960  
CHARITY NUMBER 1165639, LIMITED BY GUARANTEE  
REGISTERED IN ENGLAND AND WALES

Once up and running you will be responsible for the maintenance of the database and, in collaboration with our Monitoring and Evaluation team, you'll help the wider team to develop an understanding of audience behaviour in order to deliver targeted and creative marketing and communication campaigns.

You will also use your knowledge of our audiences to develop tailored campaigns that guide our audiences through their journey with us.

Your role will be key in ensuring City of Culture is accessible for everyone and that each audience member feels like they have a personalised relationship with us.

## THE ROLE

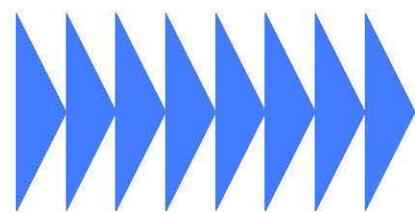
- To work as a member of the Marketing Team to support the creation of marketing campaigns that are tailored to our audiences using data
- To support the development of the customer journey from awareness, from booking, to becoming an advocate, with particular consideration to the tailored communications at each stage
- To be responsible for the day-to-day management of the CRM system, liaising with external suppliers and internal stakeholders to ensure the system is effective at meeting organisational needs and building audience relationships
- To support and develop the creation, development and delivery of intuitive and reactive digital campaigns including upselling, cross-selling and abandoned basket transactions along with supporting the Trust's loyalty programme
- To work with the Marketing Manager to ensure that the website is maximising opportunities for audience engagement based our data
- To hold responsibility for sharing data with third-party organisations, who are using our ticketing system, within current data protection laws
- To support Trust colleagues across the organisation to use the CRM system and work with them to segment audiences as required
- Track the performance of marketing campaigns, linking in with the Monitoring and Evaluation team and communicating performance to internal stakeholders
- To be aware of, and undertake to comply with the Trust's policies and procedures including GDPR, Health and Safety and Diversity and Equality Policies

## PERSON SPECIFICATION

- Demonstrable experience of using a CRM System, ideally within an audience development/segmentation environment
- Experience creating marketing campaigns informed by data and tailored communications to meet the specific requirements of a diverse range of audiences
- Appetite to learn the latest in CRM, insights, evaluation and reporting



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- Be an effective communicator, both internally and externally, with excellent attention to detail
- Keen awareness of data protection regulations and commitment to staying informed as they change
- A personal and professional interest in Arts, Culture and Heritage
- Excellent organisational and time-management skills and the ability to prioritise a diverse workload
- Attributes of diplomacy, confidentiality, trust and respect for colleagues and partners
- To be based in, or be willing to move to within, commuting distance of Coventry

## GENERAL

We aim to reflect all the city's communities in our workforce and as such candidates from currently under-represented groups, including those with disabilities, are especially encouraged to apply.

We are looking to build a team of people from a range of backgrounds and range of experiences. We can provide mentoring and training/support to less experienced candidates. Training and talent development within the Trust team and within the wider sector is central to our approach. All postholders are expected to participate in training and development activity and to contribute time and expertise to supporting our training programmes on site and occasionally off site.

This list of responsibilities is not exhaustive and team members will be required to perform duties outside of this as operationally required.

## PROCESS

Please submit up to a 2-page letter plus an up to date CV addressing your interest and suitability for the post using the above personal specification as a guide.

Coventry City of Culture Trust is committed to equal opportunities and will treat all applications fairly based on written submissions, please complete the anonymous equal opportunities form available at [www.coventry2021.co.uk/jobs](http://www.coventry2021.co.uk/jobs)

Applications should be sent in PDF format to [recruitment@coventry2021.co.uk](mailto:recruitment@coventry2021.co.uk)

## TIMETABLE

Advertised – Tuesday 1st September 2020

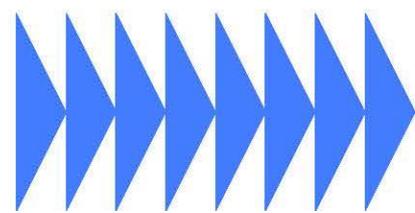
Applications close – 12 noon, Wednesday 30th September

Interview date – Friday 16th October (following government guidelines, interviews will likely be held via video conferencing software).

**Salary – £22,000 to £25,000 per annum dependent on experience**



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## TERMS AND CONDITIONS

- This is a fixed term post until August 2022
- The post is working 39 hours (excluding 30 minute/1-hour lunch) per week Monday – Friday at hours to be agreed between 9am and 6pm with frequent evening work to see shows and events. Flexible working may be agreed
- The salary is paid monthly in arrears
- If asked to work additional hours at the weekend, Time Off in Lieu will be given if approved in advance with the Line Manager
- Pension auto-enrolment is applicable and employer contributions are currently 3%. The Trust's appointed pension provider is NEST. Further details are available
- Holiday 33 days per annum including public holidays. Holiday must be taken at a time to suit all colleagues
- Main place of work is the Trust's Office with frequent attendance at meetings offsite. However, given current government guidelines all Trust employees are currently homeworking. The successful candidate will be welcomed into the Trust and supported through a remote induction process.
- There is a probation period of three months during which time the notice period is one week; on confirmation of appointment the notice period is one month.
- On appointment the successful candidate must be able to provide the correct documents as proof of their right to work in the UK for duration of the contract.
- The candidate's contract of employment with the Trust does not come into force until the first day of work.

For more information about the Coventry 10-year Cultural Strategy visit [www.covculture.com](http://www.covculture.com) and for more information about Coventry UK City of Culture 2021 visit [www.coventry2021.co.uk](http://www.coventry2021.co.uk).



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