

CRM Project Manager (FTC 12 months) Candidate Pack

Serpentine Galleries

Championing new ideas and contemporary art since it opened in 1970, the Serpentine has presented pioneering exhibitions from over 2,000 artists, architects and designers during its 48-year history. It is one of the most widely recognised organisations in the global contemporary art, design and architecture worlds. Loved and respected by audiences, artists, donors and friends alike, the Serpentine attracts up to 1.2 million visitors in any one year and is cited by The Art Newspaper as the 8th most visited museum or gallery in London. At the Serpentine, visitors enjoy world-class programmes of modern and contemporary visual art, design, architecture, education and live public programmes in a variety of innovative ways.

The Role

This new role of CRM Project Manager will lead on the implementation of the Serpentine's new CRM system. You will have in depth experience of delivering implementation of CRM systems and a wide range of CRM related experience. This role will namely be responsible for the effective implementation of the CRM system and maintaining an overview of its relationship to the overall systems architecture of the Serpentine. You will also be responsible for all stages of the CRM project from requirement gathering, development, implementation and budget delivery – working in tandem with a CRM SaS delivery partner.

The ideal candidate will have a proven track record of adopting a hands-on approach to their work and delivering projects on time and on budget. As well as experience working within organisations to implement transformational systems change, particularly key is ensuring the formation and commitment of other employees of the institution to ensure effective buy in across all teams. The successful candidate will be a confident and clear communicator, leading in both technical delivery and business requirements gathering sessions.

JOB DESCRIPTION

Job Title:	CRM Project Manager
Job Purpose:	Lead on the implementation of the CRM system, engaging with all stakeholders to understand the priorities and objectives of our CRM system.
Reports to:	Chief Technology Officer
Liaises with:	All levels of contact, internal and external

MAIN DUTIES

- Develop, with the Chief Technology Officer and other relevant stakeholders, an organisational contact strategy, to deliver the Serpentine's strategic objectives, namely to encourage visitor acquisition, retention and loyalty and maximise sales.

- Undertake research and engage key internal stakeholders to understand the priorities and objectives of our CRM system, including but not limited to: Membership acquisition; retail sales, online activity and content consumption.
- Conduct an assessment of current customer data recording systems and look for ways to improve internal procedures to enhance efficiency and effectiveness through implementation of the new CRM System.
- Be involved in all stages of the CRM project lifecycle, including technical business requirements gathering, solution design, delivery planning, release management, resource management, financial planning, data compliance and budget management/ tracking.
- Implement and define technical solutions such as automated processes, custom reports, and subscriptions that fully meet the needs of stakeholders.
- Ensure that the implementation of the CRM serves to effectively connect and integrate the existing systems architecture at the institution, mapping potential future systems upgrades and improvements with a view to maximum automation.
- In collaboration with the wider Digital Team, develop a portfolio of data analytics, with tools and reporting to deliver insight on visitor metrics and behaviour. Develop internal dashboards which track and monitor campaigns, so that all departments receive reporting in real time. Ensure all campaigns using CRM are set up with agreed KPI's to enable appropriate evaluation of results. Develop testing strategies to ensure the most effective approach for our multiple objectives.
- Alongside the Development/Fundraising Team, ensure the database is segmented effectively for targeted marketing activities, through analysing all campaigns and activities, and recommended new models for targeting.
- Lead on CRM data assurance, including accuracy, security and availability of data, establishing clear policies and procedures and undertaking regular data audits, ensuring that these are being adhered to and manage risks where necessary.
- Provide technical consultancy, support and training to both internal and external stakeholders in order to deliver a wide range of customised solutions, which may include surveys, CMS, email marketing platforms and assistance with the CRM system. Train team members on the CRM system.
- In adherence to General Data Protection Regulations ensure best practice across all communications, guaranteeing the highest standards of data security, safety and privacy.

PERSON SPECIFICATION

- Experience managing and successfully implementing CRM systems.
- Experience optimising and improving operational processes through systems change.
- Experience developing data strategies.
- Knowledge of data compliance requirements in respect of the Data Protection Act 1998.
- A proven track record of understanding clients' needs and translating these to deliver projects on time and within budget.
- Strong project management skills with the ability to plan, prioritise and juggle multiple projects with excellent attention to detail and a high standard of time management and organisation skills.
- Excellent communication and stakeholder management skills.
- Experience of creating metrics and benchmarks for data analysis, tracking trends and reporting.
- Extensive knowledge of CRM best practice principles and legal responsibilities in regard to data management and protection.

- A strong track record working in a creative, fast-paced, cutting edge environment with previous experience creating and delivering world-class user experience across multi-channel media including social networks and a passion for experimentation with emerging technologies and trends.

Desirable

- Experience in an arts or charity environment.
- Experience of organisation membership programmes.
- Experience of designing organisation wide systems architecture.
- Knowledge of GDPR.

This job description is a guide to the nature of the work required of the *CRM System Manager* and does not form part of the contract of employment. It is neither wholly comprehensive nor restrictive and does not preclude change or development which may be required in the future.

REPORTING STRUCTURE



GENERAL INFORMATION

Salary

The salary, on appointment, is competitive based on skills, experience and qualifications.

Hours

The hours of work are Monday to Friday, 10am to 6pm with a one hour unpaid break although the jobholder will be expected, within reason, to work such hours outside these periods as are necessary for the proper fulfilment of the duties described in the Job Description.

Duration of Appointment

This is a fixed term appointment.

Annual Leave

The annual leave entitlement is 22 days per annum pro rata rising to 27 days after 5 years' service. In addition, staff receive 8 Bank Holidays per annum.

Probation

Appointments are subject to a three month probationary period.

Pension

Participation in the Serpentine's pension scheme, where employee contributions are matched up to a maximum 3% upon successful completion of the probationary period.

Other Benefits

Other benefits are available upon successful completion of the probationary period.

Closing Date

The closing date for completed applications is **Friday 23rd February 2018.**