

Data Coordinator 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

The Data Coordinator will manage the Gallery's database organisation wide, ensuring data is input, updated, accurate and compliant. This role will be responsible for Gallery Mailings using the Galleries Email Service Provider (ESP) and providing general support to the Development team and Gallery at large. Over the course of the next year the Serpentine will go through the significant task of implementing a new CRM that will bring about an overhaul of internal processes, data handling and a review of its system architecture. As such, this role will work closely with the soon to be appointed CRM Project Manager, as well as the Chief Technology Officer.

You will ideally have knowledge of 'Mailchimp' Email Service Provider (ESP), or similar, and be proficient in its use and you will have a good knowledge of data compliance requirements in respect of the Data Protection Act 1998, as well as an awareness of the upcoming GDPR legislation changes.

JOB DESCRIPTION

Job Title:	Data Coordinator
Main purpose of the job:	Manage the Gallery's database organisation-wide, ensuring data is input, accurate, updated and compliant.
Reports to:	CRM Project Manager
Liases with:	All levels of contact, internal and external

MAIN DUTIES

Database Management

- Work with the CRM Project Manager to ensure best practice database management is maintained across teams.
- Work with other team members across the institution to support and teach others how both the existing system and future system work.
- Support the cleaning and transition of data between old and new systems.

- Maintain an overview of the various data silo's present in the organisation and work with the CRM Project Manager and Chief Technology Officer to effectively merge, automate and integrate those systems over time.
- Work with the CRM Project Manager, Chief Technology Officer and wider team to implement a clear Data Policy for all aspects of the Galleries use of data.
- Work with the CRM Project Manager to ensure that our systems and processes meet the requirements of the imminent implementation of GDPR.
- Undertake periodic data cleaning to improve the quality of records, ensuring information is consistent and accurate including:
 - Removing duplicate entries and rationalising data.
 - Updating out-of-date information.
 - Agreeing and applying data entry protocol taking into consideration data compliance requirements.

Database Maintenance

- Actively contribute ideas for process improvements; identify and improve the way in which we use current technology, encouraging others to do the same; consider requirements for system upgrades and replacement.
- Act as the database Super User for the existing database supporting all teams across the organisation and be the 'Help Desk' for all database queries. Upon implementation of the new database, maintain the 'Super User' role but with a view to actively decentralising use of the database.
- Update database contacts organisation-wide, including adding new contacts, coding contacts for Events, and deactivating contacts as required.
- Create and retire user profiles as required.
- Run regular data audit checks to ensure team members have updated data consistently and accurately and where needed make any adjustments to the data.
- Set and maintain data management standards and refine existing processes and policies ensuring all teams adhere to those standards and data rules.
- Share knowledge and experience with colleagues so that they are fully competent in use of the database to the required level and provide staff training where appropriate.
- Assist with Audience Engagement Strategies by maximising database intelligence and suggesting ways to drive value from data and implement suggestions as approved.
- Maintain and promote data compliance and conformance with the Data Protection Principles of the Data Protection Act 1998 and keep up-to-date with new developments and legal requirements.
- Ensure effective and compliant adherence to GDPR requirements.
- Rationalise, clean and sort the database overall.

Development Support / Fundraising / Reporting

- Generate weekly reports to track donations and fundraising follow up actions.
- Work with the Development Team to develop insightful reports that can increase impact and efficiency of current fundraising efforts.
- Work with the CRM Project Manager and the Finance Team to ensure all requirements for regular and compliant reporting is met.

Merging with Email Service Provider and Management of Mailing List

- Manage mailing list subscriptions.
 - Ensure data on the Gallery's Email Service Provider correlates and matches the organisational database.
 - Ensure ways of working and processes are efficient and effective with regard to the database and the email service provider.
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PERSON SPECIFICATION

Essential

- Knowledge of an Email Service Provider (ESP) and its use.
- Knowledge and experience of appropriate data wrangling and analysis programmes and platforms.
- High IT literacy with advanced levels of experience in MS Outlook and MS Excel.
- Knowledge of data compliance requirements in respect of the Data Protection Act 1998.
- Good communicator with excellent interpersonal skills.
- Strong organisational skills with ability to demonstrate a genuine interest in detail, process and order, and the ability to create and work with office systems.
- Outgoing, resilient, confident, positive, and "can do" nature.
- Ability to work calmly in a high-pressure environment and work independently as well as part of a team.
- Ability to multi-task and operate effectively and efficiently in a fast moving environment.
- Strong attention to detail and accuracy.

Desirable

- Knowledge of 'Mailchimp' Email Service Provider (ESP).
- Knowledge of GDPR.
- Awareness of fundraising and broader Gallery-wide issues.

This job description is a guide to the nature of the work required of the *Data Coordinator* 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 permanent 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

All 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%.

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**.