



ROYAL  
BALLET  
SCHOOL

# Data & CRM Executive

## OVERALL PURPOSE OF THE POST

The role sits within our Marketing and Communications Team to support the development and implementation of our audience engagement strategy.

## SUMMARY OF THE ROLE

This role is responsible for day-to-day CRM administration & maintenance, data management and business reporting. With excellent analytical and communication skills the post holder will assist in the development of the CRM strategy and ensure effective marketing communications are

received by our global audiences, both inside and outside of the School.

## CONTRACT TERMS

Salary £26,500

Hours 35 hours per week

Location Covent Garden, with travel to White Lodge, Richmond Park

Duration Permanent

Line managed by Digital Marketing Manager

Key contacts Commercial Director, Development and Marketing teams

## SAFEGUARDING DUTIES AND RESPONSIBILITIES

The School is committed to safeguarding and promoting the welfare of children and young people and recognises that safeguarding and promoting the welfare of children is **everyone's** responsibility. The School expects all staff and volunteers to share this commitment to children's safeguarding and to share this child-centred approach. This approach means that staff must consider, at all times, what is in the best interests of the child. Additionally, the following is expected of all staff:

- To uphold the School's policies relating to safeguarding and child protection, behaviour, health and safety and all other relevant policies.
- To promote and safeguard the welfare of children and young persons for whom you are responsible, and come into contact with.
- To report any safeguarding concerns using the relevant channels, such as informing the Designated Safeguarding Lead, in a timely and appropriate manner

- To ensure full compliance with all statutory regulations, in particular the most recent Keeping Children Safe in Education, and communicating concerns to the Designated Safeguarding Lead, other relevant staff of The Royal Ballet School or local children's services as appropriate.

## MAIN DUTIES

This list should be seen as illustrative rather than prescriptive

- Weekly and Monthly reporting on all marketing activities through our various channels e.g. website, email, social
- Set-up and deliver business reporting as required by the Development team and Executive Leadership Team
- To champion the development of data led decision making across the Commercial team and through review of data sources and processes available across the school
- Super user of Access ThankQ, with responsibility of setting up internal user

accounts, events, creating data import templates

- Main contact within the Development & Communications team for all CRM queries, reports and functionality requirements
- Ensures data compliance and data integrity including donation coding, donor information and activity
- Perform regular data cleansing, improvements and de-duplication as per the audience requirements
- Support the development of a CRM strategy in order to engage, support and communicate effectively with both new and existing audiences, understanding the lifecycle of audience type
- Ensure the database is segmented effectively for targeted communication and marketing activities
- Support the Development team with administration as required and including working with the finance team on monthly income reconciliation
- Ensure the CRM system fulfils all data collection requirements, ensuring regulatory

compliance and adhering to Charity GDPR policy and processes at every stage, and contribute to making necessary changes.

## PERSON SPECIFICATION

### ESSENTIAL CRITERIA

- Experience with Google Analytics or other reporting platform
- Understanding of marketing metrics/KPIs
- Highly numerate with excellent proficiency in Microsoft Excel
- Experience of working with Email Service Providers e.g. Dotdigital, Mailchimp
- Experience of CRM systems and databases
- Ability to co-ordinate audience engagement programmes
- Keen eye for detail and ability to data cleanse
- Understanding of customer insights and analytics to convert insights in bespoke campaigns
- Time management skills to work to agreed deadlines

- Exemplary verbal and written communication skills
- Basic Microsoft Office experience
- Positive, energetic attitude and customer focused approach to teamwork.

## DESIRABLE CRITERIA

- Experience with Access ThankQ CRM system
- Experience of working in Arts Sector

We're passionate about creating an inclusive workplace that promotes and values diversity. At The Royal Ballet School we are committed to creating an environment where every one of our employees feels part of our team and can flourish, regardless of their background.