

Customer Relationship Manager
Marketing Department
Salary up to £35,000 per annum plus attractive benefits

This is one of the most exciting opportunities in CRM. If you are an ambitious and experienced CRM marketer, this is your chance to set the strategy for the world's greatest artist-led organisation, effecting real change across all of our work.

From its foundation in 1768 the Royal Academy of Arts has provided a voice for art and artists. We are an independent charity led by eminent artists and architects - the Royal Academicians - and we pursue our mission through exhibitions, education and debate. The Royal Academy is in a period of significant transformation. As we approach our 250th anniversary in 2018, major investments are being made in our physical and technical infrastructure, our public programme and our engagement with current and new audiences.

As part of this exciting change, we are creating a brand new role for an experienced CRM specialist. Our customers are special to us - whether it's our 90,000 Friends, whose support and interest keeps the RA running; the nearly 1m people who attend our exhibitions each year, or buy products from our shops; or the range of specialist audience groups from high-level Patrons and supporters to teachers, artists and art-buyers, or students. We are already making use of this customer data, but we want to become market-leaders in the arts, bringing in best practice from retail, financial services and FMCG.

You'll have a strategic approach, but will enjoy getting your hands dirty, too – relishing the chance to manage, develop, and execute CRM activity personally.

You'll be working across major customer data sets including:

- exhibition ticket-buyers' data
- Friends and other loyalty programmes
- learning team and events data
- art sales (online and offline, including Summer Exhibition)
- ecommerce data

This is a unique opportunity to set up a CRM function within one of the UK's most celebrated arts organisations. In return for your hard work and expertise, we offer a high quality working environment, variety, flexibility, freedom and recognition.

All applicants must fill in an application form to apply for this role. Please see the 'How to apply' section of our website <http://www.royalacademy.org.uk/careers-at-the-ra>

Closing date for applications: 24 July 2014

Interviews to be held: 30 & 31 July 2014

JOB DESCRIPTION

Job title: Customer Relationship Manager
Department: Marketing, Public Engagement
Reporting to: Head of Marketing

MAIN OBJECTIVES

- Overall ownership of customer relationship strategy at the RA
- Hands-on creation of highly engaging, targeted and creative email marketing campaigns, and oversight of all RA customer communication
- Leading a database segmentation exercise and driving understanding of data marketing across the organisation
- Set up and deliver against a range of KPIs for CRM, proving value for money and driving continuous improvement

MAIN DUTIES

Creation and implementation of CRM strategy

- Working with the Systems Architect, marketing and digital teams, colleagues across the organisation and external agencies to scope and design a CRM system that improves customer service and drives revenue
- Implementing quick wins with current systems and building out an effective pre-, during- and post-CRM transition strategy
- Keeping abreast of the latest in eCRM and digital marketing innovations and competitor tactics and feeding into the RA's CRM strategy
- Ensuring alignment between online, offline and on-site customer journeys and marketing plans
- Acting as the champion of the customer across the RA, ensuring research, data and insight are used to the most effective ends

Managing CRM marketing campaigns end-to-end

- Working with marketing managers, content owners, digital team and colleagues across the RA to plan and maintain a schedule of all email communications
- Creating (with colleagues and external agencies as relevant) engaging, groundbreaking digital campaigns (welcome programme, reactivation, seasonal, ad-hoc promotions, exhibition updates, targeted offers, competitions etc) which are highly targeted and with proven effectiveness
- Training and assisting colleagues in using CRM tools
- Using copywriting and editing skills to ensure emails align with our brand, are in the RA tone of voice and drive interest and sales
- Using simple graphics editing (Photoshop) to ensure emails are attractive and eye-catching, fitting into the RA brand and our reputation for excellence
- Ensure that all email campaigns are 100% accurate and deployed on time
- Implementing a thorough testing programme to ensure campaigns will reach their targets
- Creating and executing the target plan for each campaign, segmenting and running queries on database
- Intermediate-level editing of raw HTML for fixes and improvements to templates.

- Managing our 'test and learn' plan, ensuring our CRM programme is continuously improving in terms of revenue and retention
- Integration with other communications channels including online, social, onsite and other relevant ad-hoc opportunities

Segmentation, analytics and insight

- Leading, with the Customer Insight Manager, a major customer segmentation exercise on existing customer data
- Delivery of daily, weekly, monthly reporting framework and presenting the benefits and successes of CRM to colleagues at all levels of the RA.
- Input into ongoing data analysis at all levels to improve existing marketing and development activity

Leading customer-led change in the organisation

- Taking insight data from across the organisation to improve the customer's experience of the RA, online and off
- Working with digital product teams and external agencies to align customer journeys across the RA's digital assets (main site, ecommerce sites, membership sites etc)
- Briefing and training colleagues in CRM and data best practice, from front-of-house to senior staff.

General

- Undertake any other duty which may reasonably be allocated by the Head of Digital or other senior manager.
- Ensure that Health & Safety policies, procedures and regulations are known, understood and complied with by you and any contractors, suppliers and all others who work with the team.

PERSON SPECIFICATION

Skills and experience

- Solid experience in implementing holistic, customer-centric CRM activities in both digital and mobile marketing environment.
- Significant experience with email/CRM tools like Exact Target, Adestra, Raiser's Edge, Tessitura, Salesforce etc
- Strong planning and organisational skills
- Highly numerate and detail-orientated
- Strong commercial acumen and a highly commercial outlook
- Demonstrable experience in implementing sophisticated communication programmes, involving dynamic content & business rule set-up, including strong knowledge of CRM tools and intermediate HTML skills
- Excellent written skills and the ability to write engaging copy
- Extensive experience in managing cross-functional teams to deliver against tight timescales

- Experience in briefing and managing 3rd party creative agencies and internal creative/product development staff
- Experience in operating in a creative, mid-size organisation where colleagues are expected to be flexible and lead from the front
- Experience in using business intelligence tools
- Passionate about the arts and arts consumers
- Team player with excellent interpersonal skills; happy working diplomatically with a complex range of stakeholders