



## Vacancy Summary

<b>Job Title:</b>	<b>Customer Insights Manager</b>
<b>Salary:</b>	<b>£30,000 per annum</b>
<b>Location:</b>	<b>Chilcomb House, Winchester with the ability to work majority of the time remotely</b>
<b>Hours:</b>	<b>37 hours per week</b>
<b>Type of Contract:</b>	<b>Permanent</b>

### **Do you want to share data-driven insight?**

As our customer insights manager, you will work alongside our talented marketing, fundraising and digital team, building upon the foundations of our customer insight to gather data, nurture and grow our audiences and donor base. Additionally, you will deepen our understanding of customer behaviour, which includes booking tickets, making donations, visiting venues, attending events, and buying products.

This is a unique opportunity to flex your marketing, creative and analytical skills, and to meet the growing need for data-driven insight across our organisation.

### A bit about you

You're curious by nature, professionally inquisitive, striving to better understand customer behaviour to help others make data-driven decisions. As a modern marketer you'll be digital-by-default and comfortable with the latest apps, tech tools, and the occasional csv file.

Your hands-on can-do attitude will encourage and inspire others operating in our venues, as well as supporting our marketing, fundraising and digital team.

### What it's like to work for us

At Hampshire Cultural Trust we have a vision to create inspirational culture experiences that enrich and transform lives. We manage and support 23 attractions across Hampshire and deliver county-wide outreach programmes that bring great culture to local communities. We also deliver a diverse range of wider social impact initiatives targeted at those who are most vulnerable or disadvantaged and who would not usually have access to arts and culture.

We are committed to promoting equality and diversity and a culture that actively values difference. We recognise people from different backgrounds and experiences bring valuable insights to the



workplace and enhance the way we perform and work. Our levels of employee engagement are high and our organisational culture positive.

The benefits of working for us

- 25 days annual leave (pro-rated for part time working)
- Pension
- Life Assurance
- Cycle to Work Scheme
- Health Cash Plan
- Employee Support Programme
- Opportunities to learn, develop and progress
- Team Card - Free access in our fee paying venues and discounts across café and retail.

To apply please forward a copy of your CV together with a cover letter explaining why you would excel in this role to [recruitment@hampshireculturaltrust.org.uk](mailto:recruitment@hampshireculturaltrust.org.uk). Please note applications without a cover letter may not be considered.

Telephone screening: TBC (telephone screening may take place before the closing date)  
Closing date for applications: 28 November 2021  
Interview date: TBC

To find out more about us visit our website [www.hampshireculture.org.uk](http://www.hampshireculture.org.uk)