

Job Title	Customer Insights Manager
Job Level	TBC
Location	Chilcomb, Winchester
Workstream	Central, Marketing and Fundraising
Function	Marketing Fundraising and Digital
Line Manager	Digital Transformation Manager
People Leadership	None
Diversity & Inclusion We are committed to promoting equality and diversity and a culture that actively values difference.	
Role Purpose To take a lead on gaining data driven insight into customer behaviour and trends to inform the development of campaigns for acquisition and retention of visitors, customers and donors. To identify new trends and opportunities to inspire future marketing and fundraising activity for the trust.	
Responsibilities <ul style="list-style-type: none"> ▪ To work with the Digital Transformation Manager to lead on the trust's data strategy using ticketing, CRM, email and social media systems to provide analysis and actionable insight of audience data. ▪ To analyse customer data and analytics to identify areas of opportunity for campaigns to create demand and engagement. ▪ Lead and manage qualitative and quantitative market research initiatives including but not limited to Audience Finder and MOSAIC profiling. ▪ To be the first point of contact for CRM related activities and processes. ▪ To design and drive mechanisms and processes to gather feedback about our venues and programmes to inform future initiatives. ▪ To work with the fundraising team to provide an effective data administration framework for the trust's individual giving programme and to identify prospects for cultivation. ▪ Analyse performance and customer data to identify trends and opportunities for acquisition growth and retention of customers, members and donors. ▪ Identify, develop and maintain strong relationships with stakeholders and external partners. ▪ Lead on generating insights, customer segmentation, analysis and performance. ▪ Ensure compliance with the GDPR around data and research activity. ▪ To support other duties required by the trust. 	
Experience, Skills and Qualifications:	
<u>Essential:</u> <ul style="list-style-type: none"> ▪ Previous customer insights and CRM experience using ticketing and CRM platforms. ▪ Previous experience in managing quantitative and qualitative market research programmes. ▪ Comfortable working through small and large data sets and evaluating data across systems and sources. ▪ Creative thinking, problem solving and analytical ability to create and interpret reports and stats and evaluating success. ▪ Experience in meeting multiple deadlines and excellent organisational skills. ▪ Excellent interpersonal and stakeholder management skills. ▪ Fully conversant with GDPR requirements. 	
<u>Desirable:</u> <ul style="list-style-type: none"> ▪ Previous experience or developed knowledge of Spetrix. ▪ Experience and awareness of the importance of data insight in a charity context. ▪ Experience of using data in a fundraising environment. ▪ An interest in arts and culture. 	

- Full driving license and own car for business work use.

<p>Relating & Networking</p> <ul style="list-style-type: none"> ▪ Establishes good relationships with customers and staff ▪ Builds wide and effective networks of contacts inside and outside the organisation ▪ Relates well to people at all levels ▪ Manages conflict ▪ Uses humour appropriately to enhance relationships with others 	<p>Working with people</p> <ul style="list-style-type: none"> ▪ Demonstrates an interest in and understanding of others ▪ Adapts to the team and builds team spirit ▪ Recognises and rewards the contribution of others ▪ Listens, consults others and communicates proactively ▪ Supports and cares for others ▪ Develops and openly communicates self-insight, such as an awareness of own strengths and weaknesses
<p>Analysing</p> <ul style="list-style-type: none"> ▪ Analyses numerical data, verbal data and all other sources of information ▪ Breaks information into component parts, patterns and relationships ▪ Probes for further information or greater understanding of a problem ▪ Makes rational judgements from the available information and analysis ▪ Produces workable solutions to a range of problems ▪ Demonstrates an understanding of how one issue may be a part of a much larger system. 	<p>Presenting and Communicating information</p> <ul style="list-style-type: none"> ▪ Speaks clearly and fluently ▪ Expresses opinions, information and key points of an argument clearly ▪ Makes presentations and undertakes public speaking with skill and confidence ▪ Responds quickly to the needs of an audience and to their reactions and feedback ▪ Projects credibility
<p>Creating and Innovating</p> <ul style="list-style-type: none"> • Comes up with new ideas • Produces a range of alternative solutions to issues and problems • Encourages others to search for ways that improve organisations performance • Introduces changes to inefficient work practices • Recognises opportunities for change • Tries different approaches to create improvements • Devises effective change initiatives 	<p>Planning and organising</p> <ul style="list-style-type: none"> ▪ Sets clearly defined objectives ▪ Establishes clear priorities ▪ Builds controls and milestones into projects ▪ Plans activities and projects in advance ▪ Allocates realistic timescales for activities ▪ Plans allow for possible changing circumstances ▪ Organises others time effectively and efficiently ▪ Effectively deploys people and resources ▪ Monitors progress against deadlines and milestones

Values

 <p>CONFIDENCE</p> <p>We have the courage to aim high and think differently</p>	 <p>CREATIVITY</p> <p>We are imaginative, resourceful and flexible in what we do and how we do it</p>	 <p>EXCELLENCE</p> <p>We aspire to the highest standards in everything we do</p>
 <p>RESPONSIBILITY</p> <p>We are all responsible for the success of the trust, as individuals and together</p>	 <p>TEAMWORK</p> <p>Through working collaboratively, we inspire our people to make their best contribution, share knowledge and celebrate our achievements</p>	 <p>RESPECT</p> <p>We are considerate, respectful and understand each other's similarities and differences</p>

HR Review by

Ameena Rahman

Date:

November 2021