

SOUTHBANK CENTRE

Job Description

Post: CRM Systems Manager

Department: Information Technology

Reports To: IT Applications Lead

Closing Date: 10/11/24

Salary Range: £37,000 to £41,000

Southbank Centre

We are Europe's largest arts centre and the UK's fifth most visited attraction, occupying an 11-acre site that sits in the midst of London's most vibrant cultural quarter on the South Bank of the Thames. Our focus, as a charity, is to remain innovative, bold and experimental in what we do and to be highly relevant to the artists we want to work with and to the audiences we want to attract as well as to our current and future employees. We remain committed to creating a place where as many people as possible can come together to experience bold, unusual, entertaining and eye-opening work.

We present work for everyone and we welcome applications from everyone. By attracting people to work for us from a broad range of backgrounds with diverse attitudes, opinions and beliefs, we can continue to look at the world with fresh eyes and find new ways of doing things.

About the role and the team:

As part of the Digital Systems team, the CRM Systems Manager is responsible for managing the organisation's Ticketing, Customer Relationship Management and Fundraising CRM application, website purchase path and associated systems. This multifaceted role covers the ongoing support, helpdesk, training and continuous improvement of the applications.

Managing an Application Support Analyst, the CRM Manager oversees system administration and ensures helpdesk requests are resolved appropriately and efficiently, to maximise system effectiveness and high standards of customer service.

The System Manager drives best use and practice of the CRM by developing and delivering training across the organisation's user base.

By cultivating strong relationships with Southbank Centre stakeholders, suppliers and other relevant contacts, the CRM Manager builds the system development roadmap, taking ownership of business analysis and managing improvement projects.

The organisation CRM is provided by the Tessitura application for Southbank Centre and its resident orchestras, and is one of Southbank Centre's business-critical systems. The role will also contribute to the support and development of other key applications including the web purchase path, and other business management systems.

Main Responsibilities:

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1. Provide support to Southbank Centre and the resident orchestras on CRM, ticketing and other systems
 - a. Oversee the digital systems helpdesk handling support requests according to SLAs, and work towards continual improvement of team KPIs
 - b. Make sure user requests are prioritised and resolved efficiently through analysis, investigation and trouble-shooting of software and system functionality, integrations, product feature-function and adoption issues
 - c. Ownership of any escalated problems through to resolution, which may include selecting and coordinating the appropriate channel or resource
2. Research, plan and implement improvements to CRM, ticketing and other relevant systems
 - a. Establish and actively maintain a good rapport with business systems users, providing a “translation” between business needs and technical implementation; working with internal and external stakeholders on business systems projects
 - b. Build business requirements that feed into system specifications for change and transformation
 - c. Work with internal and external resources towards the development of new system functionality
 - d. Ownership of rigorous system and user testing to ensure fit-for-purpose releases
 - e. Safe and secure release management
 - f. Influence roadmap planning according to organisational priorities and ensure best resource usage
 - g. Project management of small to medium sized projects
3. Line management of the (CRM) Application Specialist
 - a. Oversee workload and performance
 - b. Ensure ongoing development
4. Deliver training on CRM, ticketing and other systems for Southbank Centre and the resident orchestras
 - a. Create and update user training programs for continual improvement, according to the changing needs of the organisation
 - b. Oversee and deliver training by the most appropriate means
5. Supplier management
 - a. Build strong supplier relationships
 - b. Keep up to date with supplier products and services
 - c. Track and enforce supplier service and product delivery
6. Supervise industry standard management and best practice processing of data relating to system database and tools to provide high-quality business information
 - a. Assure the security of the systems and the data they hold
 - b. Maintain data quality and integrity
 - c. Assist in data extraction for organisational BI and reporting purposes
7. Assure the creation and appropriate distribution of user and support system documentation
8. Be the organisations subject matter expert on the CRM and associated systems
9. Take part in the relevant system communities and keep on top of the latest improvements, issues and ideas
10. Support system integration and contribute to the development of Southbank Centre’s information architecture
11. Contribute to compliance with relevant legislation (e.g. GDPR), regulation and best practice

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Key Skills that would help you in this role:

- CRM or other enterprise database application management and support experience, preferably from the arts & culture or retail sector
- Working knowledge and understanding of direct marketing such as audience segmentation, fundraising and e-mail marketing / conditional content, or ticketing, pricing and financial processing
- Relational database knowledge and understanding
- Basic knowledge of SQL query writing and reporting tools such as Microsoft SSRS and SQL Server
- Good grasp of data, including reporting, data quality management, and data analysis
- Excellent digital literacy and an interest in and understanding of data management technologies and the web
- Project management experience
- Business analysis and problem solving skills
- The ability to translate business needs into technical language and vice versa
- Experience of documenting requirements, analysing options, and designing business solutions
- Knowledge of delivering training or teaching
- Organised and able to manage multiple tasks, prioritise and work to deadlines
- Proven ability to forge productive working relationships across multiple teams
- A creative, flexible and open approach to work and working with others
- Excellent communication and interpersonal skills

Desirable skills and experience

- Working knowledge of Tessitura and familiarity with other components of the Tessitura suite such as TNEW, Web API, NScan, Print at Home
- Experience or working understanding of ticketing or pricing and sales
- Knowledge and understanding of charity fundraising
- Experience in managing staff
- Experience in a customer facing environment, especially in IT helpdesk
- Knowledge or experience of the theatre, performance, entertainment or similar
- Good understanding of the importance of maintaining strict change control procedures
- An understanding of current and future data protection legislation, PCI-DSS and other applicable legislation and standards

At the Southbank Centre we believe in:

Creating welcoming spaces

- Because upholding respect, safety and belonging is at the heart of vibrant teams and communities.
- This means us all taking responsibility for shaping and protecting a kind, compassionate and inclusive environment for others.

Making wonderful experiences together

- Because we all contribute to amazing artistic moments at the Southbank Centre.

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- This means us all understanding and valuing the different parts we play in creating enjoyment and success.

Sparking new thinking

- Because different views and thought-provoking conversations inspire innovation, learning and growth.
- This means everyone having a desire to learn and being open to evaluating how they think and work.

Benefits & Perks:

As well as working at one of London's most popular and exciting sites the successful candidate will also benefit from the following:

- A min 5% employer's pension contribution (rising to 9% depending on your employee contribution), from day 1 of employment
- 28 days annual leave, plus bank holidays (pro-rata for part time employees)
- Hybrid working model (3 days office working, 2 days from home)
- Enhanced sick pay
- Enhanced family leave benefits
- Up to 30% discounts at onsite retail, food and beverage vendors
- Staff ticket offers for Southbank Centre events
- Free entry to Hayward Gallery
- Free/discounted entry with other reciprocal organisations
- Free staff yoga
- Free access to emotional support from a confidential specialist Employee Assistance Programme available 24/7
- Season ticket loan
- Cycle to work scheme