



ROYAL
OPERA
HOUSE

JOB DESCRIPTION

Title: CRM Manager

Reports to: Senior Marketing Manager

Responsible for: Members of the CRM team

Summary

The Royal Opera House is the one of the world's most celebrated theatres and the home of The Royal Ballet, The Royal Opera and The Orchestra of the Royal Opera House.

The Royal Opera House's Audiences and Media Department plays a vital role in the success of the Royal Opera House, telling the story of the organisation and encouraging people engage with us – whether by attending a performance, seeing a live screening at the cinema, streaming a performance online, or coming in to enjoy the shop, bars, and restaurants in our iconic Covent Garden building.

In this key role as CRM Manager, you will be responsible for developing and implementing CRM email strategy to drive sales and engagement.

Main purpose of the job

To develop a customer focussed and data-led CRM strategy and to lead the CRM team in the implementation of the strategy at an operational level

To manage and develop the CRM team to work successfully and collaboratively as a team across Audiences and Media

To uphold a culture of continuous development and continuous improvement

Main Responsibilities

CRM Strategy and Campaigns

- Work with the Senior Marketing Manager to shape the Royal Opera House's CRM strategy with a focus on data-led campaigns and a customer-centric approach utilising a Best Next Action model
- Develop the integrated CRM strategy to focus on Lifetime Customer Value across multiple key strategic areas for the ROH including ticketing, streaming, membership, catering, retail and cinema
- To grow email as a marketing channel for the ROH, increasing revenue through this channel year on year
- Drive the continuing development of the contact strategy and oversee the implementation of the contact rules at an operational level for all automated and manual campaigns
- Map multiple customer journeys for different audience groups to understand how the ROH can most effectively communicate with its audience across multiple channels and touch points at various lifecycle stages
- Ensure that the design of emails and tone of voice is in keeping with the Royal Opera House brand identity
- Work closely with the Acquisition Campaigns Manager to deliver a CRM strategy for the Royal Opera House's new streaming platform, due to launch in October 2022, maximising acquisition and retention

Reporting and Analysis

- Ensure all CRM campaigns are informed by insight from data and manage the CRM team's time to allow for the inclusion of test and learn
- Analyse and report on the performance of CRM campaigns and provide insight across departments
- Implement and manage the A/B testing roadmap for CRM activity and utilise learnings to improve future campaigns and strategy

Technology Suppliers and Relationship Management

- Manage relationships with key technology providers including our email provider, WordFly, and analytics through Activity Stream
- Ensure the ROH is harnessing these platforms to their full potential and evaluate the suitability of these platforms for achieving the ROH's strategic goals on a regular basis
- Maintain and grow relationships within the team, across the organisation and with external partners

GDPR

- Champion the need for data protection best practices across the ROH, offering internal advice and support on issues of consent capture, marketing permissions and data integrity and security
- Keep up to date with developments in data legislation including GDPR and the ePrivacy directive

Team Management

- Manage the priorities of the CRM team (includes CRM Officer and CRM Assistant) to allow them to deliver the CRM strategy on an operational level
- Uphold a high standard of work for the CRM team, ensuring processes for campaign management, proofing and delivery are in place and adhered to

and that the Royal Opera House brand is appropriately represented across email

- Guide the development of the CRM team through regular 121s, team meetings and annual reviews alongside support for training opportunities and continuous professional development

Continuous Improvement

- Keep up to date with current trends, best practice and technological advances in CRM and email marketing
- Uphold a culture of innovation and data driven continuous improvement
- Promote and foster a culture of information sharing, collaborative working and cross-team working
- Support the ROH goals of diversity and inclusion across all areas of the role
- Manage own learning and continuous development relevant to the role

Key Performance Indicators

- Ensure own objectives and team objectives are understood and met to support:
 - Ticket sales
 - House occupancy
 - GDPR compliance
- Ensure high quality output and deliverables within budget and value for money
- Effective management and delivery of the range of CRM services
- Effective team management, development and retention of key staff
- Maintain positive team and stakeholder relations

PERSON SPECIFICATION

Essential Knowledge / Skills and Experience

CRM Strategy and Campaigns

- Experience of planning and delivering strategic CRM campaigns as part of a wider CRM strategy
- A solid understanding of the role of data and insight in CRM with a proven track record of planning data selections, enforcing contact rules and incorporating test and learn into campaign design
- Experience of working on customer communications with multiple objectives. Experience of campaigns for ticketing and subscriptions would be beneficial
- Experience working with a variety of internal and external stakeholders to plan, design and deliver CRM campaigns to help achieve business objectives
- Copywriting experience, especially for email and direct mail; a high standard of written and verbal English for all communications
- A working knowledge of SQL/Sequel

Reporting and Analysis

- A solid understanding of the key metrics associated with CRM campaigns and the ability to translate these metrics into meaningful insight for key stakeholders
- Experience running A/B tests for CRM campaigns with the ability to communicate the key principles of A/B testing and incorporate any gained insight into future campaigns

Technology Suppliers and Relationship Management

- Experience using a modern ESP (knowledge of the ROH's current system WordFly is preferred)
- Highly effective relationship management skills, and ability to manage suppliers
- Ability to work collaboratively across multi-disciplinary teams with multi-disciplinary teams; able to deal effectively with a wide range of people and at all levels internally and externally

GDPR

- Familiarity with the key principles of GDPR and their application to CRM and marketing
- Understanding of the legislation as it applies to marketing consent capture, storage and management

Workload Management Skills

- Experience of working successfully to given priorities and operational targets
- Strong planning and project management skills with ability to prioritise and meet demanding deadlines
- Ability to allocate workload effectively for team members
- Consistent performance under pressure

People Management Skills

- Experience of people management with a proven record of guiding development through 121s and regular support
- The ability to lead and motivate a small team in the delivery of a high number of email campaigns

Continuous Improvement

- Ability to work to and support a culture of continuous improvement
- Commitment to managing own learning and continuous professional development relevant to the role

Note: This Job Description reflects the current situation. It may also include other reasonable tasks and requirements as requested by the Head of Marketing. It does not preclude change or development that might be required in the future.