



ROYAL OPERA HOUSE

JOB DESCRIPTION

Title: **Senior Marketing Manager: CRM**

Reports to: **Head of Marketing and Sales**

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 Commercial 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 Covent Garden home.

In this key role as Senior Marketing Manager: CRM, you will be responsible leading the CRM team, overseeing the strategic approach to our CRM and email marketing, and exploring how we can drive innovation through our customer communications. The role will lead on our retention marketing, with a focus on driving customer engagement, frequency and loyalty, as well as generating audience growth through building our subscriber base.

Main purpose of the job

- Lead the CRM team, ensuring that the team are working to meet our strategic targets and are working collaboratively across the Audiences and Commercial directorate.
- Deliver a customer focused and data-led CRM strategy and lead the CRM team in the implementation of the strategy at an operational level.
- Lead on our retention marketing, with a focus on driving customer engagement, frequency and loyalty, as well as generating audience growth through building our subscriber base.
- Ensure that there is a clear and consistent editorial approach to our customer communications, working with stakeholders across the directorate to tell stories about our brand.

- To be a key stakeholder in our Transforming Customer Relationships programme, which takes a customer-first approach to engagement and nurturing loyalty, starting with the optimisation of our CRM and ticketing system.
- To uphold a culture of continuous development and continuous improvement

Main Responsibilities

CRM Strategy

- Deliver the Royal Opera House's CRM strategy with a focus on increasing customer loyalty and driving revenue.
- Grow email as a marketing channel for the ROH, increasing revenue through this channel year-on-year.
- Grow our database with the aim of generating new leads and diversifying our audience base.
- Manage targets around engagement and unsubscribes and be responsible for data cleansing to ensure our subscriber base is engaged and active.
- Be responsible for the management of customer data and segmentation of our existing audiences.
- Identify opportunities for further use of CRM data in integrated customer communications, including targeting of paid advertising and push notifications.
- Identify key customer journeys for different audience groups to understand how we can most effectively communicate with our audience at various lifecycle stages.
- Be a key stakeholder in our Transforming Customer Relationships project, which explores at how our customer facing systems (e.g. ticketing systems) and communications with customers can be developed into seamless journeys.

Email campaign management

- Guide the team in creating quality email content plans that will help to increase audience engagement with our emails and drive revenue.
- Ensure that the design of emails and tone of voice is in keeping with the Royal Opera House brand identity, working closely with the rest of the Marketing team as well as the Comms and Studios (content) teams to ensure a consistent editorial approach to representing our offer across different channels.
- Work closely with the in-house design studio to ensure that email design templates are effectively representing the brand and that we are at the forefront of best practice for email design.

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 regular A/B testing.
- Analyse and report on the performance of CRM campaigns and provide insight across departments.
- Oversee and define priorities for the team's A/B testing roadmap for CRM activity.
- Develop a robust framework for understanding the contribution of email to driving revenue for different products.
- Work closely with the Analytics and Insights team on data and insights to inform strategy.

Team Management

- Manage the priorities of the CRM team (includes Senior CRM Officer, Email Marketing Officer and Email Campaigns Officer) to allow them to deliver the CRM strategy at 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 our email output.
- Guide the development of the CRM team through regular 121s, team meetings and annual reviews alongside training opportunities and continuous professional development.

Technology Suppliers and Relationship Management

- Manage relationships with key technology providers including our email provider, Prospect 2.
- Ensure that our ticketing system (Tessitura) is configured to enable segmentation required to execute CRM strategy and appropriately integrated with Prospect 2.
- Ensure the ROH is harnessing the potential of existing tools and regularly evaluating the suitability of these tools for helping the ROH to reach its strategic objectives.
- Maintain and grow relationships within the team, across the organisation and with external partners.

GDPR

- Champion data protection best practices, 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.

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 customer loyalty building and revenue generation.
- 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

- Experience of development and delivery of effective email marketing strategies to meet marketing objectives.
- Experience in managing campaigns to drive retention and grow loyalty.
- A solid understanding of the role of data and insight in CRM with a proven track record of database segmentation and incorporating testing into campaign design.

Email campaign management

- Experience of delivering effective email campaigns that meet / exceed targets. Experience of delivering campaigns for ticketed events and/or subscriptions would be beneficial.
- Experience of working within brand guidelines and ensuring that content is high quality and meets brand standards.
- A track record of working with a variety of internal and external stakeholders. Experience in a complex organisation would be advantageous.
- Strong email copywriting experience, a high standard of written and verbal English and excellent attention to detail.
- Understanding of design best practice for email.

Reporting and Analysis

- A solid understanding of the key metrics associated with CRM campaigns and the ability to translate these metrics into meaningful insights.
- Experience of measuring impact of email in driving revenue. Working with attribution models would be advantageous.
- Experience running A/B tests for CRM campaigns and incorporating insights into future campaigns.
- Ability to effectively communicate insights to stakeholders.

Technology Suppliers and Relationship Management

- Experience using a modern ESP.
- Experience of working with a ticketing CRM system would be beneficial.
- Highly effective relationship management skills, and ability to manage suppliers.
- Ability to work collaboratively across multi-disciplinary teams, 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 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 team in the delivery of a high volume 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.

