

INSTITUTE OF CONTEMPORARY ARTS (ICA): JOB DESCRIPTION

About the Institute of Contemporary Arts

For 75 years, the ICA has used its buildings and platform to celebrate the arts, influence culture, and bring people together to share radically progressive ideas. As we face some of the most complex ecological, economic and social-justice challenges ever seen, both nationally and globally, the ICA's critical approach is needed more than ever. Over seven decades, the ICA has staged numerous ground-breaking exhibitions, legendary concerts, and its cinema continues to be a major voice in independent film. Today, our programme – across exhibitions, performance, cinema and film, theatre, music, architecture, design – is dedicated to issues of racial justice, social justice, and the championing of voices at the forefront of progressive culture.

About the Role

As Data Analyst and Membership Manager, you will be an ambassador for the ICA, leading on the successful management, communications and growth of the ICA Membership schemes. You'll be the first point of contact for all member enquiries, responding to members to make sure they have all the support they need. You'll have a passion for data, and a deep understanding of how to analyse data to drive engagement. You'll be enthusiastic about the impact of effective reporting, and will work closely with our Communications, Finance and Box Office Teams to optimise how we use our CRM tools, and report on performance over time.

Job Description					
Job Title	Membership & Data Manager	Salary	£29,000 – £31,000	Contract length	Permanent/ Full-time
Line Manager	Head of Communications			Hours per week	5 days per week
Team & Department	Communications Team	Position is responsible for	Managing own workload + membership performance	Location	London (+flexible remote working)
Main Purpose of job	This role is responsible for the growth of our membership offering, and leads on the successful management of the ICA's CRM platform, Spektrix				
Job scope	<ol style="list-style-type: none">1. Manage and conduct reporting in ICA's CRM – Spektrix2. Manage customer relations and services with ICA members3. Data analysis and reporting on membership sales and growth				

Decision making & level of authority	Manages own workload and liaises with members of the Communications, Marketing & PR, Finance and Box Office teams to ensure priorities and KPI's are tracked and met.
Duties & Key Responsibilities	% of time spent on this task (approx.)
<p>Data Analysis, On-Sales & Reporting</p> <ul style="list-style-type: none"> • Manage relationships with Box Office and curatorial staff to ensure tickets go live consistently via our CRM on-time and with correct information • Build strategy for data management with Head of Communications, setting up processes to better understand how data is captured and how this can be improved, liaising with Spektrix support when needed • Extract data required for ACE funding and other reporting when required • Lead on general configuration for ticketing models, system upgrades, integrations, creating processes for the day-to-day use of Spektrix by the box office and other teams 	40%
<p>Membership Growth & Retention</p> <ul style="list-style-type: none"> • Alongside the Head of Marketing and Senior Marketing Manager, develop and implement Membership sales strategies in order to meet and exceed targets for Member acquisition and retention • Ensure Membership is effectively represented and promoted across all departments, programmes and other commercial strands at the ICA • Ensure ICA Membership is inclusive and open to all, that Members feel they are part of something special, that they know how important their support is to the ICA and feel valued, and that Membership is seen as good value for money • Ensure Members are properly nurtured and remain engaged with the ICA, by planning regular communications campaigns, events, promotions and other Member-exclusive benefits and content 	30%
<p>Financial Administration</p> <ul style="list-style-type: none"> • To process existing and new memberships along various payment systems and to manage personal data and financial information in accordance with the ICA's Data Protection and Privacy policies. • Preparing monthly reports to SMT & Head of Comms outlining revenue and reporting on metrics (retention, churn, acquisition), providing trend analysis on a quarterly basis. • To liaise with the Finance Department to compile an annual Profit & Loss Statement for ICA Membership. 	15%
<p>Customer Service</p> <ul style="list-style-type: none"> • To lead on flawless customer service to ICA Members and being the point of contact for all member enquiries and troubleshooting • To liaise with the Box Office / Front of House Teams ensuring they are briefed for membership servicing. • To liaise with the ICA Bookstore and ICA Artists' Editions Teams where required on membership benefits. 	15%

Compliance with organisational policies and practices, and attendance at mandatory training.

Person Specification			
Knowledge & Qualifications	Desirable	Essential	Method of assessment
Knowledge of the ICA and enthusiasm for its programme		x	Application/ interview
Comprehensive knowledge of UK arts, culture and film industries	x		Application/ interview
Experience working with Spektrix database	x		Application/ interview
Skills & Experience for this role	Desirable	Essential	Method of assessment
3 years' experience of managing and growing membership schemes		x	
Proven record of working with CRM databases and other sources to develop excellent analytics and customer insights		x	Application/ interview
Excellent financial administration skills and experience working with various payment systems including Direct Debit		x	Application/ interview
Excellent customer service skills and ability to deal with a wide range of issues		x	Application/ interview
Team player, establishes good working relationships and works confidently with a range of professionals		x	Application/ interview
An effective communicator in both oral and written English; writes in a succinct, structured way and is able to present complex data in a clear and easy-to-understand format; a confident copy writer and editor of own work		x	Application/ interview
Takes an imaginative and creative approach, using your ideas to drive new ways of working to engage and maximise opportunities	x		Application/ interview
Experience of promoting a membership or subscription scheme	x		Application/ interview