



# LOWRY

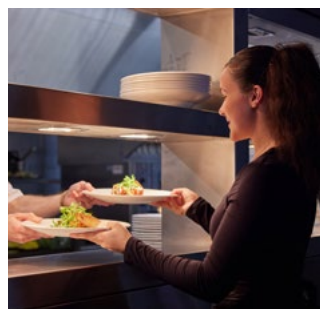
## RECRUITMENT PACK

[THELOWRY.COM](http://THELOWRY.COM)

# ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



**At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.**

**So if that feels like something you want to be a part of.. read on!**





# VISION, MISSION AND VALUES

## OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

## OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

## OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

### 1. PEOPLE IN IT TOGETHER

We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

### 2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

### 3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



## HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



# ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#).

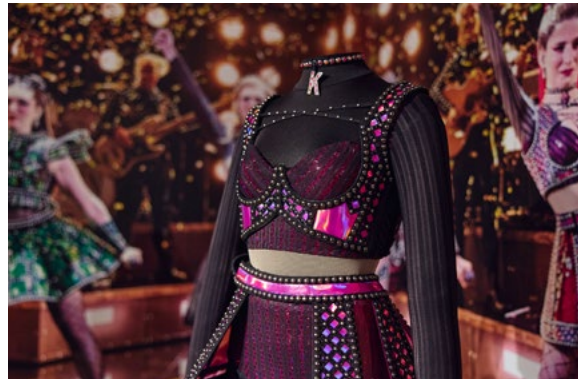
# OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

Free car parking just a few minutes' walk from the Lowry building

Generous annual leave entitlement and a paid day off for your birthday!

Discounts at Lowry bars, restaurant and gift shop



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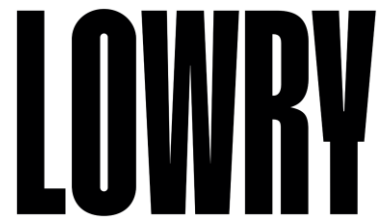
## JOB DESCRIPTION

**Post Title:** CRM Manager  
**Department:** Audience, Sales and Marketing  
**Reports to:** Head of CRM and Digital  
**Contract Type:** Permanent  
**Salary:** £33,533.27

## JOB PURPOSE

The CRM Manager will work closely with the Head of CRM & Digital to develop and deliver the CRM strategy at Lowry. We are looking for a driven self-starter who is able to take a strategic approach to the whole customer journey. You will play a pivotal role in Lowry's digital transformation as a key stakeholder in personalisation, expanding automation, and embedding a new CRM system and CRM working culture across the organisation.

This role is responsible for developing, managing and executing CRM across the organisation and lead on all CRM activity. This role requires you to act as a CRM champion within the organisation ensuring colleagues understand how best to engage and communicate with audiences and how all touchpoints across the audience journey connect. You will achieve this through collaboration, sharing knowledge, best practices, clear reporting metrics and ROI.



## MAIN DUTIES AND RESPONSIBILITIES

- With the Head of CRM & Digital develop and implement a CRM strategy
- Work closely with the Head of CRM & Digital on the development of audience and marketing insight including audience segmentation and effective reporting
- Responsible for managing Lowry's ESP – DotDigital - delivering campaigns and developing format and tone
- You will own the relationship with DotDigital and Lowry CRM
- Manage the overall CRM schedule, key messages and audience segments
- Act as quality control across all out-going CRM comms plus ensure select colleagues are trained appropriately to build their own emails within Lowry's wider tone of voice
- Manage data queries, ensuring correct suppressions are in place and handle data exports following legal and compliance guidelines as required
- Work with the Marketing team to plan email campaigns, designing and executing them across the full remit of Lowry; L&E, Theatre, Galleries, Commercial, Tourism, Catering, Retail, Conferences & Events Quaytickets and more
- Contribute to the revenue, retention rates and other audience targets across the organisation
- Work closely with colleagues in Communications, Marketing, Social and Content to develop effective and integrated campaigns with shared revenue and audience targets across paid and owned channels
- Work closely with the Social Media Manager to ensure organic and paid social is integrated with CRM activity
- Ensure paid social, digital campaigns are integrated with CRM to maximise impact and digital customer journeys
- Work closely with designers to build brand-specific templates across the organisation's operations which require CRM support, ensuring brand consistency
- Produce a monthly CRM overview for the CRM & Digital team while also carrying out regular reporting and insights when required
- Develop and lead the CRM test-and-learn strategy to continually improve performance across campaigns, journeys and automation
- Own the CRM customer journey and data flow across Lowry tech ensuring automation is optimised across key customer touchpoints
- Line manage and support the development of the CRM Executive
- Develop CRM working group - empowering colleagues through training, best practice and shared learnings

## CRITERIA

## ESSENTIAL

## DESIRABLE

SKILLS/ABILITIES	ESSENTIAL	DESIRABLE
<b>KNOWLEDGE</b>	<p>Natural problem solver - balancing audience needs with organisational priorities</p> <p>Creative, proactive and a self-starter - able to work as part of a team and autonomously</p> <p>A keen eye for detail and design</p> <p>Able to build strong working relationships with internal stakeholders from a range of departments</p> <p>Able to communicate complex and technical information in clear and engaging ways</p> <p>Adaptable and responsive - comfortable with strategy work and being hands-on</p> <p>Ability to make sense of customer data from multiple platform sources</p> <p>Can identify when and where to automate both from a marketing and reporting perspective to maintain team efficiency and maximise features from Lowry tech partners</p> <p>Ability to train and support others in using systems and platforms</p> <p>Competitor awareness</p>	<p>Enthusiasm for staying informed on audience behaviours and insights, CRM, emerging digital and wider marketing trends</p>

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<b>EXPERIENCE</b>	<p>Excellent communication both written and verbal</p> <p>Commercially driven and entrepreneurial</p> <p>Extensive experience with ESP platforms, CRM systems, data analysis and reporting tools such as Google Analytics &amp; PowerBI</p> <p>Experience delivering complex direct marketing initiatives</p> <p>Experience optimising multiple touchpoint communications for best engagement and revenue</p> <p>Excellent and creative copy-writing skills for email marketing</p> <p>Experience with audience segmentation and customer data management</p>	
<b>QUALIFICATIONS</b>	<p>Good knowledge of GDPR and data protection policies</p>	