

## **Job title: CRM and Digital Officer**

**Department: Communities, Environment and Resident Services**

**Service: Sport & Culture**

**Grade: F**

**Post reference number:**

### **Job purpose**

**Ensure that the venue is able to develop and exploit the benefits of its ticketing & CRM system including organisational training requirements, data collection and reporting for audience analysis and ticketing operations.**

### **2. Principal duties and responsibilities**

1. Develop a comprehensive working knowledge of the day-to-day operations of the ticketing & CRM system, including online sales functionality and the ability to help resolve technical issues that may occur with the support of the service provider.
2. Ensure that data within the ticketing & CRM database is as accurate as possible and assist with the processes, policies and standards relating to data entry and use.
3. Provide day to day support to and develop relationships with all the venue's ticketing & CRM users, meeting ongoing training requirements and maintaining user accounts.
4. Provide accurate and timely data and reports for both internal usage and external contacts including, promoters, producers and partner organisations. Ensure that this data and these reports meet the organisation's business requirements and support the delivery of maximum business benefit.
5. Work with the Director of Marketing and Communications to develop, implement and monitor revenue management strategies, dynamic pricing techniques and associated offers to maximise income generation.
6. Lead on promoting best practice and developing new ways of using the ticketing & CRM system.
7. Set up shows & events and proof event setup to ensure that all event information is accurate and up to date before shows go on-sale. Maintain a sound understanding of setting up events and cover in absence of ticketing colleagues.
8. Support the Digital team, ensuring integration between the companies' website and CRM system is fully utilised and maintained.

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9. Support the Digital team with management of the website CMS.
  10. Support the Head of Digital to maintain and develop the integration between the email provider and Ticketing provider's respective systems.
  11. Support the Director of Comms & Marketing and the Business Performance Director in ensuring TRCH's continuous compliance with GDPR and PCI DSS legislations with regards to the use of the ticketing & CRM system.
  12. Lead on developing the venue's future use and exploitation of the current ticketing & CRM system to gain maximum benefits for the organisation including supporting any third-party software integrations
  13. Ensure accurate data is utilised by the Marketing department for monitoring, analysis, and development of Campaign activities. Utilise all available tools provided by the Ticketing & CRM Systems, including Tessitura analytics, dashboards etc.
  14. Attend industry events such as conferences, user groups and training courses on behalf of the venue to build useful network connections and keep up to date with advances in the Ticketing/CRM community.
  15. Support the Head of Digital to effectively manage TNEW (the venue's integrated customer web application)
  16. Support colleagues with data requests from stakeholders using the CRM system
  17. Carry out simple, routine security maintenance tasks for the CRM system. Ensure the system is secure. remove inactive users, monitor activity, and recommend improvements.

**3. All staff are expected to maintain high standards of customer care in the context of the City council's Core Values, to uphold the Equality and Diversity Policy and health and safety standards and to participate in training activities necessary to their post.**

**4. All staff are expected to abide by the obligations set out in the Information Security Policy, IT Acceptable Use Policy and Code of Conduct in order to uphold Nottingham City Council standards in relation to the creation, management, storage and transmission of information. Information must be treated in confidence and only be used for the purposes for which it has been gathered, and should not be shared except where authorised to do so. It must not be used for personal gain or benefit, nor should it be passed on to third parties who might use it in such a way All staff are expected to uphold the City Council obligations in relation to current legislation including the Data Protection Act and Freedom of Information Act.**

**5. This is not a complete statement of all duties and responsibilities of this post. The post holder may be required to carry out any other duties as directed by a supervising officer, the responsibility level of any other duties should not exceed those outlined above.**

**6. Numbers and grades of any staff supervised by the post holder: N/A**

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**7. Post holder's immediate supervisor:** Head of Digital

**Prepared by/author:** Dan Baxter

**Date:** updated Dec 2023

**Job title:** Director of Marketing and Communications



**Nottingham  
City Council**

## Person specification

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Areas of responsibility	Requirements	Measurement				
		P	A	T	I	D
<b>Information Technology</b>	Experience of windows based PC software including CRM systems and Microsoft Office.		✓		✓	
<b>Data generation and analysis</b>	Experience of generating accurate data entry and extraction, clear analysis and reporting skills.  Good problem solving and analytical skills.  Knowledge of relevant data entry and usage legislation.		✓	✓	✓	
<b>Work to promote mutual respect and good relations</b>	Sensitivity to a diverse range of internal customers and staff and evidence of responding to their differing needs.		✓		✓	
<b>Project Management</b>	Experience of working under pressure, prioritising projects/work to meet tight deadlines, multi-tasking as appropriate.  Ability to work on own initiative and as part of a team with minimum levels of supervision.		✓	✓	✓	
<b>Work Related Circumstances and Interests</b>	Work flexible hours including evenings and weekends with reasonable notice.  Willingness to comply with the City Council's non-smoking policy.  Possession of full driving licence, access to a vehicle and willingness to travel both inside and outside the council area as required.		✓		✓	
<b>P: Pre-application    A: Application    T: Test    I: Interview    D: Documentary evidence</b>						

**Prepared by/author:** Jonathan Saville

**Date:** November 2016

**Job title:** Director – Sales, Marketing & Development