



## JOB DESCRIPTION

**Role:** Insight Manager (Part time)

**Location:** Royal Albert Hall

**Salary:** £25,000 per annum (£41,667 pro rata)

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

**Hours:** 21 hours per week

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For nearly 150 years we have been fulfilling our vision of inspiring artists and audiences worldwide with the magic of the iconic Royal Albert Hall; creating life-enriching, unforgettable experiences for everyone. Hosting 390 events a year in the main auditorium and more than 800 in other smaller spaces, the Royal Albert Hall stands true to its original purpose of promoting the Arts and Sciences. As a charity, the Hall is dedicated to maintaining the Grade I listed building and giving access to all.

### OUR VISION AND VALUES

Our vision is to inspire artists and audiences worldwide with the magic of the iconic Royal Albert Hall, creating life-enriching, unforgettable experiences for everyone. The Royal Albert Hall is more than just a building. Together we are...

#### One team

Encouraging and harnessing each other's talents, valuing our differences, supporting one another and celebrating our achievements together

#### Passionate

Dedicated, creative, embracing new ideas, always seeking a better way; because together we are writing the story of the Royal Albert Hall

#### Open to all

Welcoming, warm, always professional; committed to providing as many people as possible with unforgettable experiences

### THE ROLE

This role is pivotal to understanding what is important to the Royal Albert Hall's customers and exploring their behaviour. The Insight Manager will use the Hall's CRM system, Tessitura, and channels including the website, social media and surveys to analyse and improve the Hall's CRM programme and customer communications. You will help foster a data-driven culture within the Royal Albert Hall and promote the use of insights from data to help the Hall make more informed, customer-centric decisions, deliver better customer experiences and drive real commercial advantage to the business. The role will suit an innovative thinker with a passion for delivering insight that will make a difference in the 'real world'.



## **KEY OBJECTIVES**

- To develop an understanding of the strategy and opportunities facing a range of departments within the business and design and execute an annual insight plan, highlighting medium and long term growth opportunities.
- To instil an understanding of the benefits of evidence-based decision-making across the organisation.
- To support the implementation of an audience research programme which is effective in providing insight into audience diversity and assists in measuring service quality.
- To work with Marketing & Communications, Box Office and Business Development Teams to formulate insight-driven, customer-centric marketing plans, developing the targeting, data planning and offer for the Hall's marketing campaigns and working across all communication channels, including email, website, social media and direct mail.
- To carry out post-campaign audience analysis, reporting KPIs and developing actionable recommendations and insights to improve future campaigns.

## **KEY DUTIES AND TASKS**

- Work closely with the Executive, Marketing and Communications and Business Development teams to take their business questions and transform them into a comprehensive insight proposal.
- Create weekly reports for the business on the results of our customer survey, including net promoter score, and provide insight that can be turned into action to drive commercial opportunities.
- Provide audience and market insight to support partnership and fundraising pitches.
- Provide audience and market insight to understand and support the programming and education initiatives.
- Assist the Marketing and Communications team in the selection of data for campaigns, identifying highly targeted groups of customers.
- Work with the Box Office and Tessitura Development Manager to ensure the customer data held by the Royal Albert Hall is clean, augmented, of the highest integrity, and all held within the CRM system to provide a 'single customer view'.
- Ensure that all data held by the Royal Albert Hall complies with the latest data protection legislation.
- Share knowledge and expertise across the organisation, making recommendations to internal stakeholders to show them what works and what can be developed to be more successful.
- Assist the Marketing and Communications and Customer Services teams with the implementation of research and measurement of the Hall's service standards and support them with a data-led approach to improving the customer experience through audience surveys.
- Ensure that all analytics and reporting platforms are used to the best of their capabilities.



- Ensure any budgets within your control are effectively managed.
- Arrange and/or attend relevant internal and external meetings for effective marketing communication and good working relationships.

### **PERSON SPECIFICATION**

#### **Essential, (Skills and Experience)**

- Strong analytical training and experience, ideally degree level.
- Confident user of Snap Survey Software and statistical tools.
- Experience in primary research design, including survey design and sampling
- Experience of data-mining in relational and multi-dimensional databases/data warehouses.
- Experience of working in a consumer insights, analytical or marketing function, ideally in the arts, entertainment, leisure, direct marketing or charity sector
- Strong Excel skills to be able to manipulate data and deliver reports.
- Excellent verbal and written communication skills with experience of presenting ideas and analysis to a variety of stakeholders.
- Confident with the ability to look beyond the data to find relevant and actionable insights and make recommendations.
- Comfortable working in a fast-paced team.
- Self-motivated individual with an efficient, organised and methodical approach.
- Flexible and adaptable with excellent inter-personal and communication skills.
- Exceptional attention to detail and accuracy.
- Able to work under pressure, prioritising work to meet very tight deadlines.
- Enthusiasm for the Royal Albert Hall and interest in a wide range of events
- Awareness of and interest in popular and classical music and live performance.
- Excellent PC skills with knowledge of Microsoft Office packages.

#### **Desirable (Skills and Experience)**

- Experience of using Tessitura
- Experience of Google Analytics
- Coding, modelling and segmentation skills in SQL



### **HEALTH & SAFETY**

You will have a good understanding of the Hall's Health and Safety guidelines and your responsibilities within these. Your role will include promoting a safe working environment and fostering a non-blame culture, adhering to any Health & Safety requirements, flagging any conflicts that may arise with Health and Safety and working towards finding effective solutions.

### **SUSTAINABILITY**

The Hall is committed to maintaining and furthering greater sustainable practices in all areas of the organisation to act on climate change. Whilst working at the Hall, you will be expected to embrace the Hall's Sustainability Policy and work to meet its objectives, putting sustainability at the forefront of all decisions.