

**JOB TITLE: CRM Systems & Web Coordinator (Maternity Cover, Full-time)**

**SALARY: £23,000-25,000**

**LOCATION: JW3, London NW3 (Occasional travel may be required)**

**REPORTING TO: Director of Marketing & Sales**

**ANNUAL LEAVE: 20 days plus statutory and Jewish holidays**

*The CRM Systems & Web Coordinator will manage JW3's Tessitura ticketing and customer database system and, in conjunction with our web agency, ensure JW3's website is kept up-to-date, user-friendly and responsive. The postholder will work with other departmental colleagues to ensure that event set-up on the Tessitura system and the JW3 website is carried out accurately and on time. This role is a great opportunity to work in a highly varied community and arts environment, with responsibility for enhancing both our visitors' online experience and the efficiency with which they interact with JW3.*

### **SPECIFIC RESPONSIBILITIES & DUTIES**

1. To manage and maintain JW3's CRM system, ensuring the application is used to its full potential across the organisation, including the management and testing of upgrades.
2. Manage, in conjunction with our web agency, JW3's website.
3. Project manage, in conjunction with other departmental colleagues, the delivery of enhancements to JW3's Tessitura ticketing and customer database, and to JW3's website.
4. Work closely with our external web agency, IT support agency and the JW3 Marketing & Communications, Programming, Box Office and Development teams to ensure the smooth, user-friendly operation of the Tessitura CRM database system and JW3's website.
5. Deliver induction and refresher training in the use of the Tessitura CRM system to Box Office and other relevant staff.
6. Work with other departmental colleagues to ensure the efficient, timely set-up of new events and processes on the Tessitura CRM database and JW3 website.
7. Ensure rigorous adherence to JW3's brand guidelines and values and maintain a coherent online visual identity.
8. Other responsibilities: Attend all relevant staff meetings, supervisions and training days. Undertake other reasonable duties as required by the Director of Marketing and Sales or CEO.

## **PERSON SPECIFICATION**

All staff must wholeheartedly buy into JW3's mission, values and guiding principles. A belief in the importance of inclusivity and working cross-communally, and a commitment to delivering high quality activities, arts and culture, and community-building in a Jewish centre, is critical.

### **Essential Skills, Knowledge and Experience**

- A track record of successful CRM customer and/or ticketing database management, system administration and website management within an organisation, commercial environment or agency.
- Knowledge and experience of websites, HTML, content management systems such as Drupal, their design requirements and the requirements for posting media, including images and video.
- Creativity and innovation - ability to think analytically and seek creative solutions to problems.
- Experience of working in the commercial, cultural or a related sector.
- Strong project management and organisational skills.
- Proven track record of liaising with a wide range of colleagues, and building and maintaining effective working relationships both internally and with external partners.
- Experience of working to strict deadlines.
- Knowledge of MS Office applications, particularly Excel.
- A methodical approach to work, with close attention to detail.
- Ability to work on own initiative and manage and prioritise own workload.
- Excellent communication skills: written, verbal and interpersonal.
- Successfully working under pressure, in a busy environment with multiple demands.

### **Desirable Skills, Knowledge & Experience**

- A demonstrable personal interest in the arts, culture and/or Jewish life.
- Knowledge of the Tessitura CRM system.

## **PERSONAL QUALITIES**

We are looking for someone who:

- Shows commitment to furthering JW3's vision and goals;
- Is articulate, charismatic, dynamic and patient;
- Has a proactive and flexible approach to work, including a willingness to work outside their regular hours where necessary – e.g. in the evenings, on weekends and Bank Holidays;
- Has a natural ability to effectively work in teams and form positive relationships; and has passion, drive, commitment and integrity.