

DULWICH  
PICTURE  
GALLERY

# WORK WITH US

CRM & Audience Insights Manager (full-time)  
Job information pack



## JOB DESCRIPTION

<b>Job Title:</b>	CRM & Audience Insights Manager
<b>Working hours:</b>	Full time 40 hours per week (we are open to applications for part-time working)
<b>Term:</b>	Permanent
<b>Salary:</b>	Band C 2025/26, £32,000-£34,000 (dependent on experience)
<b>Department:</b>	Communications
<b>Reports to:</b>	Head of Communications
<b>Application deadline:</b>	Thursday 16 January 9am

## ABOUT THE ROLE

We are seeking an experienced and detail-orientated CRM Manager to oversee the ongoing management of the Gallery's CRM, Tessitura, as well as major upgrades, audience analysis and research.

This opportunity comes at an exciting time for Dulwich Picture Gallery, as we implement Tessitura's Version 16 upgrade (January 2025) alongside a major new website project. The role sits in the Gallery's communications team which also consists of Head of Communications, PR Manager, Digital Marketing Manager and Marketing Officer. We work closely, creatively and collaboratively together and in 2025 will be launching a new visitor offer across our site which will broaden and diversify the Gallery's audiences.



# MAIN DUTIES

## CRM

- Act as the Gallery's CRM System (Tessitura) lead, managing the Gallery's relationship with Tessitura
- Manage system upgrades and new functionality releases (devising a testing plan where appropriate)
- Set up and train new users
- Support all users with role-specific training and troubleshooting (raising support tickets with Tessitura when necessary) including membership, front of house and marketing
- Support the Development Assistant with fundraising/membership set up, administration and reporting
- Database management - manage and support IT volunteers to assist with customer record data cleansing
- Support the Digital Marketing Manager with list management and extractions for email marketing
- Develop a comprehensive understanding of Dulwich Picture Gallery's customer experience roadmap and improve their journey, aiding organisational knowledge of customer motivations and behaviour
- Research and implement new ticket/membership processes for Gallery-wide projects (e.g. ticketed play space, change in membership models)
- Contribute to compliance with legislation and regulations, including GDPR and data protection
- Represent the Gallery at and participate in Tessitura community events and conferences

## Box Office and Sales

- Set up ticketed events and exhibition seasons in Tessitura and on TNEW, working closely with the Communications, Programme & Engagement and Development teams
- Work closely with the Digital Marketing Manager, Marketing Officer and ticketed event producers to manage event on sale processes
- Manage online ticket capacities/releases, implementing changes (e.g. opening hours, discounts) when necessary
- Assist the Assistant Visitor Experience Manager (Box Office and CRM) to roll out training for front of house admissions/membership processes
- Set up and maintain order confirmations and online account emails (basic understanding of HTML required)
- Set up and maintain Tessitura integrated hardware for front of house admissions (e.g. NSCAN Access Control scanning devices, ticket printers and EMV card readers)
- Be the point of escalation for ticketing enquiries and troubleshooting
- Set up and coordinate group and tour visit bookings
- Provide trouble-shooting support for ticketing issues and enquiries

## Data and Insight

- Lead on visitor figure reporting and customer data analysis
- Produce weekly and end of season visitor figure reports (ticketed and non-ticketed)
- Extract and analyse data for the Senior Leadership Team to share in Board and Committee reports
- Set up and maintain on-site visitor survey, reporting on visitor trends and audience segments
- Analyse and present online post-visit survey responses





## Other

- Support with data and systems across the Gallery teams
- Provide staff training and guidance where appropriate
- Contribute to compliance with regular legislation and regulation, including GDPR and data protection
- This role sits within the Communications team who work closely together. Therefore, the post-holder supports with general communications teamwork where required.

## PERSON SPECIFICATION

You will have....

- Proven experience with CRM systems, preferably Tessitura and TNEW
- Excellent attention to detail
- Demonstrable analytical data analysis skills
- Strong time management skills with ability to respond to high pressure delivery moments
- Strong interpersonal skills with the ability to build relationships and collaborate effectively with a range of colleagues
- A passion for culture and for the Gallery's commitment to bringing art to life and life to art.



# ADDITIONAL INFO AND HOW TO APPLY

## Annual Leave:

25 days per year (pro-rata) plus your birthday, UK bank holidays, and an additional two discretionary Director days holiday per year. If a bank holiday is worked, then this can be taken in lieu.

## Pension:

The Gallery auto enrolls employees into a pension scheme in accordance with Part 1 of the Pensions Act 2008

## Salary:

Band C (2025/26) £32,000-£34,000 (dependent on experience)

## Benefits

- Flexible and remote working (this can be requested and is at the discretion of the line-manager and within the constraints of the role)
- Discount in the Gallery shop and café
- Interest free season ticket loan and cycle to work scheme
- Part of the reciprocal arrangement with free entry to many museums and galleries across London

## How to apply:

Applications should be made by submitting a CV and maximum one page covering letter to [recruitment@dulwichpicturegallery.org.uk](mailto:recruitment@dulwichpicturegallery.org.uk). Please apply by **Thursday 16 January, 9am**.

Your application should provide a clear explanation of why your skills and experience are relevant for this role. You can choose to make your application in a form of your choice, this can be a traditional CV and covering letter, or you could for example send a video.

In addition please complete the anonymous [Equality, Diversity and Inclusion Monitoring Form](#).

We value the perspectives and experiences that you can bring and even if you feel you meet some of the criteria, but not all, we encourage you to apply.

We are happy to support with any resources and adjustments for anyone who needs it, to make applying for this role easier. In your application please do let us know how we can support you; this will not influence your application. At Dulwich Picture Gallery, we recognise our responsibility to provide meaningful and relevant experiences for everyone. We welcome applications from applicants with experience of working, living or studying within our key priority boroughs of Southwark, Lambeth and Lewisham, and are particularly keen to hear from candidates who identify as Black, Asian and minority ethnic, disabled and/or people from lower socio-economic backgrounds, as these groups are currently underrepresented in our organisation and reflect our local community.





Dane Hurst at Dulwich Picture Gallery 2018

## BRAND AND CULTURE

### **Our Vision**

A world where closer connection with art enhances life

### **Our Mission**

Unlock art for all, to spark ideas and imagination

### **Our Shared Idea**

Bringing art to life and life to art

## Our Values

### **Show you care**

We care for our collection, our site, our audiences, communities and each other

### **Dare to try**

We are ambitious and inventive, and unafraid to try new things; valuing creativity and considered experimentation

### **Bring others with you**

We are open and communicative, creating and sharing opportunities through positive partnerships