

CRM Consultant – Call Out

February 2025

WHO WE ARE LOOKING FOR

Studio Wayne McGregor is looking for a brilliant and knowledgeable consultant, to oversee the implementation of the Studio’s new CRM (Customer Relationship Management). This role will help us achieve our strategic aim of delivering worldclass dance, via a dynamic business model with an efficient working culture.

The role entails working with our team to launch a concept-to-completion CRM platform for the organisation. You will be responsible for gathering the criteria, supporting the creation of the CRM strategy, designing work flows as well testing and launching an effective CRM within budget.

Job requirements include strong knowledge of best practices in data capture and user segmentation, experience in day-to-day data management and maintenance of a CRM, and strong project management skills. You should be comfortable with data and workflows, understand CRM best practices, specifically within the non-profit context, and be familiar with the requirements of software to manage fundraising.

- Develop a comprehensive CRM strategy and roadmap.
- Lead the design and implementation of a new CRM platform.
- Ensure the CRM operates within budget and meets our strategic goals.
- Proven expertise in data management and user segmentation.
- Experience in maintaining and improving CRM systems.
- Strong project management capabilities.
- Familiarity with non-profit CRM best practices.
- Competence in managing various product, marketing, or business solutions.

ABOUT US

We are creative, curious and ambitious with equality, sharing, diversity, generosity and collaboration at our centre. We aspire to be a place where a diverse mix of talented people want to come and do their best work. We strive to build an inclusive culture that encourages, supports, and celebrates the individual voices of our team and reflects the communities we work with. We welcome applicants from underrepresented groups - if this is a transition to a more senior role, we will support you.

Job Title	CRM Consultant
Main Objectives	Develop the strategy for and implement a CRM, upgrading SWM’s working culture and enabling our strategic vision.
Responsible to	Director of Finance and Administration

Key working relationships Executive Director, Director of Finance and Administration, Licensing and Projects Manager and Development and Marketing Manager.

Key Responsibilities

- To research, source, develop, build and implement a CRM, training the team on best practise to ensure alignment on performance and identify areas for optimisation
- To blend technical precision with creative thinking, developing workflows, forms and segmentation tailored to the varying areas of the organisation
- To implement a scheduling function to manage the Studio's space hires
- To ensure the CRM caters for fundraising, recruitment, personnel management and email campaigns.
- To have excellent communication and collaboration skills, effectively working with cross-functional teams.

Person Specification

Essential

- CRM or other enterprise database application management and support experience, preferably from the arts & culture or retail sector
- Working knowledge and understanding of direct marketing such as audience segmentation, fundraising and e-mail marketing.
- Excellent digital literacy and an interest in and understanding of data management technologies and the web
- Project management experience
- Business analysis and problem-solving skills
- Experience of documenting requirements, analysing options, and designing business solutions
- Knowledge of delivering training or teaching
- Organised and able to manage multiple tasks, prioritise and work to deadlines
- Proven ability to forge productive working relationships across multiple teams
- A creative, flexible and open approach to work and working with others
- Excellent communication and interpersonal skills

Desirable

- Experience working in a dance, not for profit or arts organisations.
- Knowledge of and interest in the work and projects run by Studio Wayne McGregor.

TERMS

Hours: 8 hours per week on a flexible basis. This is a fixed term contract for 3 months, to be reviewed at the halfway point. We are very open to other versions of this depending on candidate's availability.

Office Base

Studio Wayne McGregor
Broadcast Centre, Here East

10 East Bay Lane
Queen Elizabeth Olympic Park
London, E15 2GW

Salary: £200 - £250 per day, dependant on experience.

Elements of the post may change and develop, though the general character of the job and level of duties and responsibilities will remain. This information will be periodically reviewed, revised, and updated in consultation with the post holder to reflect appropriate changes.

HOW TO APPLY

Closing date: **Monday 3rd March 2025 10am**

Full details of the post and job pack are here: <https://waynemcgregor.com/about/auditions-jobs>

Please send a CV and covering letter (not longer than two pages) to **recruitment@waynemcgregor.com**

We want you to complete your application in a way that is comfortable for you. If you would like to complete your application via audio or video, answering the questions in the application form, please email this to **recruitment@waynemcgregor.com**

Interviews: In person at the Studio and via Teams where appropriate. Travel from outside of London will be reimbursed.
