## JOB DESCRIPTION

**Data & Insights Officer**

**B:Music’s mission is to inspire a love of live music, through performance, participation and learning.**

**Overall Purpose**

Working at B:Music as a Data & Insights Officer is a great opportunity to work in two of the most iconic halls in Birmingham, Symphony Hall and Town Hall, where you will be providing intelligence and insight around current and potential customer behaviours, attitudes and spending patterns, to monitor the effectiveness of marketing activity to both drive and support campaigns and to ensure that the organisation complies with the GDPR and other data protection laws.

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**Key Accountabilities**

* To lead on the provision of accurate intelligence and customer behaviour to enable precisely targeted communications which yield engagement, loyalty, and ROI
* To provide intelligence insights to enable strategic decision making
* To plan, utilise and manage effective data selections for CRM campaigns
* To initiate creative campaigns utilising data available
* To maintain data integrity, supporting other users in this area of B:Music’s work
* Ensure customers receive consistent, relevant, and accurate communications across all channels
* Fluent in all in-house systems, platforms and software that relate to this area of B:Music’s business; and confidently support and train others
* Responsible for data analysis using a variety of internal and external datasets, provide benchmarks to evaluate performance and make recommendations for change
* Create event intelligence that can be used across the business
* Work closely with all areas of the company to ensure all intelligence needs are understood and the systems aligned to maximise customer profiling and targeting
* Input into the most effective use of campaign budgets, monitoring and reporting as required
* Undertake administrative activities as necessary

**Person Specification**

**Essential**

* Passionate advocate of data supported decision making
* Previous experience of using CRM system or database within a marketing function for both analysis and communications
* Works with a high level of accuracy and attention to detail together with an organised and methodical approach to completing work
* Demonstrable experience of audience development or customer relationship management
* Aware of trends in direct and e-marketing
* Good understanding of maths and statistics, together with good excel skills to interpret and compile information clearly and usefully
* Understands qualitative and quantitative research approaches
* Demonstrate proactivity in researching and presenting insights, with the ability to take the initiative and influence change.
* Clear communication skills, able to articulate complex matters in a succinct and compelling way
* Enjoys working within a team and can work empathetically, acknowledging the needs of the others
* Commitment to and enjoyment of live music and an appreciation of the arts and culture generally

**Reporting to:** Marketing Manager

**Department:** Marketing

**Contract type:** Full-time

**Salary:** up to £22,000

**Location:** Symphony Hall, Birmingham