



## CRM Officer

Do you enjoy working with data? Do you believe in the power of digital to engage people with the arts? We're looking for an enthusiastic CRM Officer to join our friendly and dedicated team.

We welcome and encourage applications from candidates who are under-represented in the creative industries, particularly individuals who experience physical, mental, or social barriers to accessing the arts.

### About Art UK

[Art UK](#) is an art education charity and the online home for every public collection of art in the United Kingdom. It is making the UK's national collection of art accessible to everyone online – for enjoyment, learning and research. Art UK brings together art from almost 3,500 British institutions in one of the UK's largest ever arts partnerships and showcases this art to a global audience of 5.5m users p.a. Approaching 60% of this audience is overseas.

Art UK provides significant support to museums and galleries in the UK, by providing them with a shared digital platform to showcase their art collections, reach new audiences, and generate income. Most of these collections would not be able to show their art online without Art UK. The Art UK platform is rich in [story content](#), [learning resources](#) for teachers and students, and [public engagement opportunities](#). A shared [e-commerce infrastructure](#) helps collections generate much needed commercial income.

### About you

As the CRM Officer, you will be responsible for helping to set up and then manage Art UK's Customer Relationship Management (CRM) system. Collaborating with all departments, you'll ensure data accuracy and usability, enhancing our ability to manage contacts and supporters. Your work will help Art UK improve communication, optimise contact information, and boost revenue from potential donors.

You will be highly proficient at managing data and enjoy engaging with people through effective communication and collaboration. With strong organisational skills, determination, and initiative, you'll thrive in a role that combines your interest in art and heritage collections with the dynamic environment of a digital organisation transforming access to the UK's national art collection.

At Art UK you will be well supported within a team focused on achieving Art UK's goals and objectives, and will work closely with the following colleagues:

- Chief Executive
- Head of Development
- Director of Marketing & Communications, who oversees internal and external comms
- Director of Partnerships and Collection Support, whose focus is on managing relationships with 3,500 collections across the UK

You will promote equality and diversity in all aspects of your work – with the public, colleagues and external partners.

### **Key responsibilities**

- Assist in setting up the CRM system at Art UK by collaborating closely with the CRM provider and consultant/agency supporting the implementation. Ensure the system meets the needs of various departments within the organisation, as outlined in the technical requirements specifications.
- Maintain the CRM database to ensure it consistently provides accurate and up-to-date information on all current contacts. This includes regularly updating contact details, verifying data accuracy, and correcting any discrepancies to support effective communication and decision-making.
- Ensure that all relevant staff within the organisation, including the Senior Leadership Team, fully utilise the CRM system.
- Collaborate closely with the Development team to ensure excellent care for current donors and fully leverage the CRM to identify and engage future prospects.
- Engage with the Director of Marketing and Communications and the Director of Partnerships and Collection Support to ensure effective communication with all relevant contacts.

### **Skills**

- Essential: Experience with CRM platforms and tools, including setup, management, optimisation, and maintenance
- Essential: Excellent administrative skills, with proficiency in digital tools and software
- Essential: First-class written and spoken communication skills, and the confidence to engage and work effectively with a range of people
- Essential: Self-motivated and reliable, able to meet deadlines on time and on budget
- Essential: Ability to work both independently and as part of a team
- Essential: Impeccable attention to detail
- Essential: Effective problem-solving skills, with the capability to troubleshoot CRM issues and implement practical solutions
- Desirable: Active interest in the visual arts and awareness of UK art collections
- Desirable: Experience working in an arts or heritage organisation

## Contract terms

- Full-time
- Two year fixed-term contract
- Salary £30,000 per annum
- Three-month probationary period
- One-month termination clause
- Work from home, anywhere in the UK
- Option to work at our head office in Stoke-on-Trent, or at co-working spaces UK-wide

## Benefits

- 25 days annual leave plus regional Bank Holidays (pro rata)
- Paid Christmas closure period (Christmas Day to New Year's Day)
- Flexible working hours
- Workplace pension scheme
- Training and development opportunities
- Mental health and wellbeing support
- Above statutory paid sick leave
- Enhanced paid parental leave
- Employee Assistance Programme
- Monthly wellbeing hour
- Trained Mental Health First Aiders
- Regular staff socials, both virtual and in-person
- Eye tests paid for up to £35, glasses subsidised up to £30

## Application

Please [visit our website](#) to download the application form. To apply, please submit your completed application form to [recruitment@artuk.org](mailto:recruitment@artuk.org) by **9am on Tuesday 8<sup>th</sup> October 2024**. If you are experiencing issues downloading the document or require support in completing your form, please contact [info@artuk.org](mailto:info@artuk.org). Forms must be sent in MS Word or a format compatible to MS Word. Please do not send PDFs. Applications sent as a PDF will not be accepted.

Interviews will be held via video call on **Wednesday 16<sup>th</sup> October 2024**. If you have not heard from us within three weeks of the closing date, please consider your application unsuccessful.

As part of our commitment to Equality, Diversity and Inclusion please note that we redact some details from applications ahead of the shortlisting stage to ensure the removal of unconscious bias. Details that we redact include (but are not limited to) references to protected characteristics, names of educational institutions and indications of political affiliations.