



LOWRY

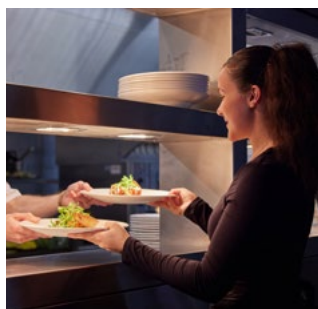
RECRUITMENT PACK

THELOWRY.COM

ABOUT US

Lowry is a registered charity (No: 1053962) committed to using visual and performing arts to enrich the lives of everyone around us – and those of our staff and volunteers too.

Working together as one team, we present audiences with a diverse programme of theatre, opera, musicals, dance, music, comedy and visual art as well as events and activities to expand the horizons of audiences and artists alike.



At the heart of our work is a commitment to our local communities and young people. Tapping into the work on our stages and in our galleries, we offer thousands of free creative participation opportunities each year - nurturing new talent and developing creative professionals of the future.

So if that feels like something you want to be a part of.. read on!





VISION, MISSION AND VALUES

OUR VISION WHY WE'RE HERE

A city where the benefits of creativity are felt by the many not the few.

OUR MISSION HOW WE DO IT

Empower people from all backgrounds to experience culture on their own terms.

OUR VALUES WHAT WE BELIEVE IN

We believe creativity is an undeniable force for good and has the potential to change people and places for the better. That's why our three pillars of People, Place and Potential are at the heart of everything we do.

1. PEOPLE IN IT TOGETHER

We are here for the people of Salford – supporting local communities, nurturing talent and creating a programme as diverse and open minded as our city itself.

2. PLACE MAKE IT COUNT

We are here to put creativity to good use, making a positive impact, socially and economically, on our communities, our city, our region, the UK and beyond.

3. POTENTIAL UNLOCK CREATIVITY

We are here to find ways to share the benefits of art and creativity further and wider, unlocking its potential for more people, in more places, in more ways.



HOW DO WE FUND OUR WORK?

As a not-for-profit organisation, and registered charity, all profit is ploughed back into our work. Whether you've bought a ticket to a performance, given an online donation, eaten in Lowry Bar & Kitchen, bought a gift in our shop, or simply had a drink at the Coffee Shop, you've helped support our charitable aims.

We receive just 6% of our income from public funds – Arts Council England and Salford City Council. The remaining income is generated from box office sales, commercial activities and fundraising. Our development team generates income from Charitable Trusts & Foundations, individual membership schemes (including Friends and Patrons) as well as from companies through our Quay Club Membership and corporate sponsorships.



ATTRACTION AND RECRUITMENT

Lowry is committed to creating an inclusive workforce by reflecting and representing the diversity of Salford and the UK.

We want to attract the broadest range of talented people to be part of Lowry – whether that is to work in our creative or support roles.

We particularly encourage applications from the following two people groups who are currently under-represented in our workforce and in the wider performing and visual arts sector; those people who experience racism and marginalisation, including those from African, Caribbean, North African, LatinX, South Asian, East Asian and South East Asian heritage and their diasporas, those who are disabled, Deaf and neurodivergent or have long-term health conditions.

Candidates who identify as people in one or both of these groups and who demonstrate in their application that they already meet all of the essential criteria in the person specification can opt to be considered as part of Lowry's guaranteed interview scheme. If you are invited to interview we'll ask you about any adjustments you may need, and if you are offered a role with us we will talk to you about any reasonable adjustments required to create a working environment where you will be supported to perform at your best.

To ensure fairness and to enable us to process your application through our shortlisting exercise, we ask that you remove all personal details (such as name, age, location, ethnicity, marital status etc) from your CV and covering letter before uploading. This reduces the risk of any potential bias during our recruitment process and ensures that all shortlisting is based on skills, experience and suitability for a role. Thank you for your understanding.

To find out about any opportunities to work for Lowry please visit our [vacancies page](#).

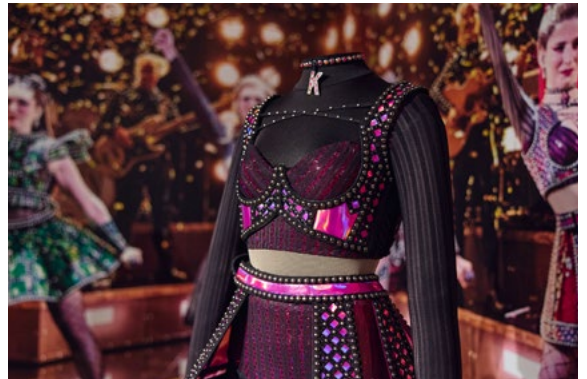
OUR ROLES HAVE A NUMBER OF STAFF BENEFITS INCLUDING:

Complimentary and discounted theatre and live event tickets

Free car parking just a few minutes' walk from the Lowry building

Generous annual leave entitlement and a paid day off for your birthday!

Discounts at Lowry bars, restaurant and gift shop



LOWRY

Role title: Head of CRM & Digital

Department: Audiences, Sales and Marketing

Reports to: Director of Audiences, Sales and Marketing

Responsible for: CRM Manager, Digital Content Manager, Website Manager, Social Media Manager, Email Marketing Executive, Video Content Creator

Audiences, Sales and Marketing Department

The Audiences, Sales and Marketing Department brings together Ticketing, Communications, Marketing, CRM and Digital as a centralised team working across the whole organisation. This department is united by a shared accountability and responsibility for audience and revenue targets.

Overview and Purpose of the Role

The Head of CRM & Digital will lead in the development and delivery of the CRM and Digital strategies at Lowry.

The role will work across the whole organisation ensuring a joined-up approach to digital content, the website, e-CRM and wider CRM systems. The role will optimise every element of the full customer journey at Lowry.

The Head of CRM and Digital will work collaboratively with the other Heads (Communications, Marketing and Ticketing) in the department to ensure that CRM is integrated into every aspect of the teams work, as well as with the wider organisation.

Main Responsibilities and Accountabilities

CRM

- Develop and deliver the CRM strategy to drive engagement and loyalty across audiences
- Advocate a data-driven approach to decision making across the organisation
- Work with the CRM Manager to deliver the CRM strategy
- Lead the management of CRM systems ensuring best practice and data integrity across the organisation
- Maximise the ticketing system's capability and integration with CRM systems to deliver useful audience insight
- Work closely with the Head of Ticketing to ensure the ticketing system, website, CRM and other digital systems are fully integrated
- Champion clean, compliant management of customer data in all systems

- Champion a culture of effective use of data and reporting to inform decision making
- Lead on the development of audience and marketing insight including audience segmentation and effective reporting
- Ensure systems and audience journeys are optimised to maximise financial return
- Support and input to monthly reviews with department heads and the department Director to ensure data driven decisions making and the sharing of all evaluation and outputs
- Work with the Director of Audiences, Sales and Marketing to manage all GDPR and data protection/audit requirements for the whole organisation
- Ensure that your department adheres to the General Data Protection Regulation (GDPR) and Lowry's Data Principles and Data Code of Conduct, providing training for staff where necessary
- Manage, maintain and deliver your Departmental Privacy Assessment(s) and Retention Policy/Policies in line with GDPR and, where applicable, be responsible for managing the Legitimate Interest Balancing Tests for your department(s) ensuring that staff deliver them appropriately and that the relevant safeguards are in place

Digital

- Drive and deliver a digital strategy for Lowry
- Accountable for the digital offering at Lowry – across website, video/content, apps and social media channels
- Champion a digital-first approach across the organisation
- Work closely with the Head of Marketing & Comms to ensure that all campaigns are digital-first and that content strategies integrate with wider campaign work
- Work closely with the Head of Marketing & Comms to ensure alignment on key organisational messaging
- Manage external CRM, website and digital agencies
- Develop and deliver a digital content strategy, aligning website, social media and video
- Take an entrepreneurial approach to QuayTickets, Retail and Conferencing and Events and the business development opportunities across websites, ticketing, e-comms, e-commerce, social and content creation
- Directly responsible for revenue optimisation across digital platforms
- Lead on maintaining, optimising and innovating across digital platforms and infrastructures
- The Lowry and Quaytickets websites - ensuring UX is optimised, seamless integration with the ticketing systems, accessibility, infrastructure development and product functionality
- Social media – ensuring both Lowry and Quaytickets's tone of voice and brand presence is adhered to via our social media platforms
- Video content – exploring ways to enhance our in-house video capabilities and developing best-in-class content
- Apps – deliver a comms strategy across our internal and external facing apps, lead on content developed for apps
- Responsible for developing new digital channels i.e. new social media platforms, applications etc
- Develop and lead digital projects and initiatives which broaden audience engagement and maximise revenue opportunities for the organisation
- Design and deliver effective reporting structures across all digital platforms

Management and leadership

- Manage a multi-disciplinary team across CRM, website, social media and video
 - Lead on projects including system migrations and digital innovations
 - Empower this multidisciplinary team to optimise efficiency and the customer journey across the organisation
 - Work collaboratively with colleagues from a range of teams to understand the importance of effective CRM and how different digital platforms and channels for a range of audiences
 - Ensure this team takes an audience centered approach to all aspects of their work
 - Set and manage priorities across the team
 - Ensure the team keep abreast of changing digital landscapes, take a test and learn approach and proactively share best practices with the wider organisation
 - Develop a collaborative and cross-team culture underpinned with shared audience and revenue targets. A proactive and motivated team who can multi-skill and cross pollinate projects and ideas
-

Person Specification/Essential Criteria

Required Behaviours

- A collaborative and motivational leader who can inspire and drive change
- Entrepreneurial and commercially driven
- Highly organised and able to project manage effectively
- Ability to communicate on all levels of the organisation from public-facing teams to senior management
- High digital literacy and an ability to communicate technical and complex aspects of systems, data structures etc to non-technical teams, colleagues and stakeholders

Job Related Skills

- Experience in leading a CRM team within an organisation
- Solid experience in implementing CRM strategies, systems and programmes
- Excellent working knowledge of ticketing systems or equivalent and their integration across CRM systems and website
- Extensive experience with CRM tools (i.e. DotDigital)
- Extensive experience working with Content Management systems or Social Media scheduling tools
- Experience in segmenting data and audience insight
- Experience in managing multi-disciplined teams
- Excellent communication skills both written and verbal
- Extensive experience of Google Analytics, segmentation tools and other analytics systems
- Excellent knowledge of SEO

Job Related Knowledge

- Excellent understanding of GDPR compliance and data integrity
- Deep understanding of digital and social platforms and corresponding audience behaviour
- Up-to-date knowledge and understanding of digital marketing
- Content commissioning experience
- Digital channel and website management
- Expert understanding of digital metrics