

B R O A D W A Y

| DATA AND INSIGHTS COORDINATOR - PERSON SPECIFICATION JUNE 2021 | | | | |
|---|--|-----|--|-----|
| | Essential Criteria | | Desirable Criteria | |
| Knowledge and Experience | Experience of working with customer relationship management (CRM) systems | A/I | Experience of implementing Google tools effectively within an arts and culture setting | A/I |
| | Experience of current digital marketing approaches and digital communication channels | A/I | Knowledge of challenges currently faced in the arts and culture sector | I |
| | Experience of using qualitative and quantitative approaches to market research | A/I | Knowledge of arts and culture box-office software | I |
| | Knowledge of UK-GDPR best practice and how this is interpreted in an arts and culture setting | A/I | | |
| | Understanding of Google tools such as Data Studio and their application in relation to collating and interpreting data | A/I | | |
| | Understanding of Google tools such as Analytics and Adwords as key tools in maximising engagement with digital marketing campaigns | A/I | | |
| Qualification | Good educational achievements including degree or equivalent qualification or experience | A/I | Qualification in marketing and/or data analytics | A |
| | Knowledge of UK-GDPR best practice and guidelines | A/I | | A |
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| Skills & Attributes | Good oral and written communication skills | A/I | Experience with Wordpress CMS | A |
| | Excellent knowledge of using Microsoft Office 365 tools such as Outlook, Excel, Word, Powerpoint | A | | |

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|---|-----|--|--|
| Experience of working with content management systems (CMS) | A | | |
| Ability to conduct both qualitative and quantitative market research with a number of internal and external stakeholders | A/I | | |
| Ability to work analytically with data, identifying trends and interpreting them in the context of commercial and charitable objectives | A/I | | |
| Ability to communicate with a number of different stakeholders both internally and externally | A/I | | |
| A high-level of organisational skills | A/I | | |
| Reliable, respectful, confident and well-presented | I | | |
| Team player with ability to work on own initiative | I | | |

- A = to be demonstrated in the application form
I = to be demonstrated at interview
T = to be demonstrated by completing a measurable test