

ctconsults.



Application Pack – CRM Manager

Closing date: Monday 31 May, 12 noon

CTConsults is expanding its Digital Transformation Team

Application Pack – CRM Manager

Salary

£28k-30k pa

We are very willing to go to the top of the range for the right mix of skill, experience and aptitude.

Term

Fixed, initially offered until December 2023 in line with major project timelines. Full-time.

Introduction

CTConsults is an industry-leading agency, bringing innovation thinking to the worlds of destination marketing and cultural tourism.

We drive digital transformation in the cultural and tourism sectors by bringing together the capabilities needed to help destinations and partnerships be more visible, grow and thrive. We help clients harness the power of data, capitalise on technology to support their business objectives, create high performing customer journeys and experiences, and develop digital skills and digitally minded organisation cultures.

We do this through working on projects – typically with destinations and their local or regional partners, rather than with individual organisations and businesses. With a number of significant project wins in 2021, we are now realising our ambition to build a unique cultural-tourism digital transformation team, and to do it quickly.

You will find yourself working on a range of high-profile digital transformation projects, such as:

- A multi-million Euro, three- to seven-year strategic development programme with a European national tourism organisation. This project aims to take some 2,500 tourism service providers (e.g.: attractions, tours & activities, accommodation) on a digital transformation journey towards improved online bookability, omni-channel distribution and digital marketing and analytics capabilities.
- A major international sporting event where we are working with the host UK region to put in place marketing infrastructure and practices that will overhaul the way in which they and their cultural partners market themselves as a leisure tourism destination.
- Ongoing projects in Greater Manchester, Leeds, Wakefield and Southend-on-Sea, amongst others, that are aimed at improving access by visitors and communities to information about local attractions, events and businesses – by developing visitor information platforms, implementing centrally-managed listings and sharing information via API with websites and other applications.

If you are interested in the worlds of culture, destination-marketing, travel and tourism, we believe we can offer really exciting new opportunities, where you will be stretched, stimulated and rewarded, knowing that you are making a real difference to sector recovery and sustainability.

Core Purpose and Role

You will play a key role in our digital transformation projects by bringing your CRM/Analytics skills and experience to our team. To start with you will set up and manage CRM for a major tourism project and use it to support and track the progress of over 3000 business participants as they move through a digital transformation programme - measuring the impact of interventions on their digital maturity and informing the development of the programme. We will most likely be using MS Dynamics and any experience with this platform would be great but not essential as long as you have experience with other CRM systems or automation tools.

Your role will deliver to the business as well as to individual projects

For the business

- Review and select CRM software that meets our company's needs
- Plan and implement communication and multi channel marketing campaigns to retain existing and develop new customers
- Track marketing metrics and trends, like conversion rates and web analytics
- Contribute to the development of pitches for new work
- Write and present case studies about our work for networking events and publications

For projects

- Ensure the project CRM system provides an effective and efficient funnel to track, service and monitor project participant activity and progress
- Develop bespoke CRM structure and functionality to suit individual project requirements
- Develop and implement communication activities that will build project participation and engagement
- Manage and analyse data to create reports for internal and external use
- Conduct research to measure project impacts and identify needs

Person Specification

- You should have a demonstrable track record of success in previous roles - experience working for a Box Office, Ticket System Supplier or Tour Operator would be an advantage in understanding the industry, but not essential.
- More importantly, you will be someone who really enjoys getting stuck into data, is highly numerate and is strong on reporting and analytics.
- You will be able to take a 'brief' and propose/create a CRM system and process to suit
- You will be a team player, but also a self-starter and happy working independently to a clear brief
- You will need to be someone who gets satisfaction from being robust, methodical and thorough, and prides themselves on attention to detail and efficiency
- We imagine you will be educated to degree level, although this is not essential as your experience will count more. You will have undertaken accredited courses and systems training however through your work.

Details and how to apply

To apply, please send a full CV and your own covering letter telling us why you are the person for us.

Please email to pam@ctconsults.com, with 'CRM Manager Application' in the subject line. No later than Monday 31 May, 12 noon.

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Holidays

23 days, increasing with service, plus bank holidays

Location

Manchester – currently blended home-office working, including potential travel.

Working life at CTConsults

We are a small team of big thinkers – as colleagues, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. Our portfolio of work covers cultural & tourism strategies, place branding and placemaking, and digital transformation – all with strategic and implementation focus.

In addition to our strategic work we run the award-winning website www.creativetourist.com and we have developed a data platform to support partnership working in aspiring cultural destinations – www.culturehosts.co.uk.

We have built a reputation for championing and developing models and programmes to help build digital capacity and capability in our sectors, and now is a great time to join us as we apply some of this thinking with our clients.

www.ctconsults.com

Recent Clients



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