

# ctconsults.

Job Description

## Customer Engagement & Data Associate

Closing date: Friday 9th September 2022, 12noon

# Job Description: Customer Engagement & Data Associate

Salary ranging from £22-27K dependent on experience.

An early-career level role that puts you at the heart of what we do. You'll be involved with our core product - CultureHosts and our diverse project clients. It's a customer-facing role, a data analyst role and a design solutions role. You can have experience in any of these and we'll help upskill you with the rest. We want to help you understand our customers and clients better. In turn, you tell us their stories through different types of data and interaction, and work with us in designing brilliant solutions and opportunities.

## Who we are and what we do

CTConsults works in places and destinations.

We believe that cultural, creative and social experiences are an essential ingredient of authentic, well-performing, experience-rich places; and that easier access to them enriches the lives of the people who live, work and visit there - in turn making for more resilient cultural, creative and tourism businesses.

Our Clients are typically involved in developing and marketing places, cultural activities and 'social' experiences for the benefit of their local residents and visitors - they include local authorities, cultural partnerships, attractions and tourism development agencies.

Our work focuses on how places can activate and connect their assets for greater social and economic benefit. It gives shared purpose to partnerships, builds capacity and capability, amplifies impact and improves return on investment.

We do it through:

- Aligning thinking
- Transforming behaviour
- Growing better together
- Following a critical path
- Measuring results

Find out more about our work [here](#).

In addition to our strategic work we run the award-winning website [creativetourist.com](http://creativetourist.com) and we have developed a listings and data platform [culturehosts.co.uk](http://culturehosts.co.uk) which you will help us support and improve.

We have built a reputation for championing and developing models and programmes to help places recover from the pandemic, respond to the climate emergency and build digital capacity and capabilities.

## Working Life at CTConsults

We are a small team of big thinkers, we work collaboratively on a wide range of projects and offer plenty of scope for people keen to get stuck in and get on. We support each other and help each other grow. We treat each other respectfully and embrace the brilliant diversity of who we all are.

Our office is in Manchester's [Northern Quarter](#). Honestly, we are figuring out what 'hybrid working' looks like for us. We are not fully remote nor are we fully all in. We invite you to be part of that conversation. Dress how you feel comfortable. Our working hours are typically 9-5 but we know the world has changed, so let's look at hours that benefit everybody and make sense.

## What this role brings to the team

Your work will have a positive impact in:

- Meeting clients' digital marketing and analytics needs, and extending strategic performance
- Developing and promoting best practices in digital marketing and communications and product management
- Developing and optimising our own digital platforms, including [creativetourist.com](#) and [CultureHosts](#)
- Creating brilliant relationships with our users and clients
- Affecting how audiences engage with cultural and tourism experiences in the UK and beyond

## A hypothetical week

What your Monday could look like

- Assisting the Data Insights Manager with the preparation of evaluation and insight reports
- Providing support to [CultureHosts](#) customers (e.g. daily improvement requests, issue reports)
- Planning, creating, monitoring, analysing partner marketing campaigns
- Communicating with many different parties to resolve issues

Tuesday ....

- Ensuring that data held on our data warehouse platforms and CRM systems meet quality standards
- Creating and sharing [CultureHosts](#) user guides
- Monitoring campaign analytics (through Microsoft PowerBI)
- Working with product developers and customers on API's & iframe integrations

Wednesday ....

- Assisting the Data Insights Manager with the communication and presentation of findings, analysis and recommendations to clients
- Helping customers set up their Google Analytics and tracking
- Creating client project newsletters via Mail Chimp
- Communicating with many different parties to resolve user or technical issues.

Thursday ....

- Traveling to off-site meetings with an existing [CultureHost](#) client to plan next stages of work

- Bringing your knowledge and insight of the data and general client needs to a new pitch writing task-team

....and Friday?

- We are open to suggestions, what do you want to bring or change?
- Finishing off some of the above.

You will need to be:

- Personable and people focused because you will be front facing with customers
- Curious and tenacious when it comes to solving problems
- Open to learning and applying new skills through a combination of guided and self-guided learning
- Analytical and highly-numerate because you will work with data
- Not afraid to fail because you are trying to achieve or solve something
- A good written/visual/verbal communicator - capable of explaining complex data and ideas in a clear, concise, and influential manner
- Self-motivated - able to manage your own workload, schedule, and projects as appropriate
- Flexible - things seldom stand still for long, and you will get enjoyment from being in a fast-moving environment
- It's an autonomous and creative role so be prepared to give and receive feedback gracefully. Basically be prepared to learn and to teach.

And have one or more of the following skills and experiences:

- Understanding CRM systems, Google Analytics and Microsoft Power Bi - and demonstrate hands on experience with one of more of these
- Experience in supporting customers in a front facing role ie a helpdesk or product/web support team
- Been part of a Multi-Disciplinary Product Team
- You will have GCSE Maths and English Language at B or above and some sort of FE/HE or workplace apprenticeship qualification

## Details and How to Apply

Salary: from £22-27k: (depending on the mix of skill, experience and aptitude).

Holidays: 23 days (plus bank holidays), increasing with service.

Hours of work: Typically Monday to Friday, 9am to 5pm based in our office in Manchester, with some scope for hybrid home-working.

Contract type: Permanent.

Get in touch with a **full CV** and **covering letter** telling us why you are the person for us.

Please email your application to Pam McNally, Operations Manager, [pam@ctconsults.com](mailto:pam@ctconsults.com) and state 'Customer Engagement & Data Associate' in the subject line of your email.

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