

# B R O A D W A Y

## Job Description

Job title:	Data and Insights Coordinator
Reporting to:	Marketing and Communications Director
Staff responsible for:	N/A
Functional responsibility:	Developing audiences and improving the efficiency of data collation and insight reporting through strategic use of customer data, digital marketing tools and audience research
Hours worked:	37.5
Salary Grade	Grade 3 (£23,842-£25,294)
Date issued:	June 2021

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Duties & Measures	Job objectives and outcomes	Percentage
Duty 1	<b>Audience Data Collection</b>	<b>30%</b>
Tasks	<ul style="list-style-type: none"><li>• Support the implementation of Broadway's audience development plans by ensuring that decision-making is led by a strong foundation of current audience data and insight</li><li>• Lead collation of audience data for Arts Council England (ACE) and the British Film Institute (BFI) as per funding agreements</li><li>• Lead the annual collation and submission of ACE audience data to the Audience Finder platform</li><li>• Lead the collation and submission of quarterly BFI audience data</li><li>• Develop Broadway's access to visualised live audience data via the development and utilisation of interactive dashboards such as Google Data Studio or other third-party providers</li><li>• Support the Marketing and Communications Director with annual staff equality and diversity data collection</li><li>• Provide qualitative audience data capture through the recruitment of focus group attendees, discussion</li></ul>	

	<p>guide development and reporting of findings</p> <ul style="list-style-type: none"> <li>• Liaise with external data and customer insight providers e.g. Experian</li> </ul>	
<p><b>Duty 2</b></p> <p><b>Tasks</b></p>	<p><b>Membership and Loyalty</b></p> <ul style="list-style-type: none"> <li>• Identify current membership “churn” and support the Marketing and Communications Director with implementing tactics to increase retention</li> <li>• Provide a foundation of membership data insight into the current membership lifecycle to support Broadway’s long term membership growth targets</li> <li>• Support the Marketing and Communications Director on the redevelopment of Broadway’s member benefits offer</li> <li>• Support the Marketing and Communications Director with the implementation of a loyalty programme for young members</li> <li>• Create and send monthly communications to lapsed membership regarding renewals and benefits</li> <li>• Work closely with the Box Office Manager on regular cleansing of loyalty data within the system and identify any member collection issues</li> </ul>	<p><b>30%</b></p>
<p><b>Duty 3</b></p> <p><b>Tasks</b></p>	<p><b>Digital Marketing and Reporting</b></p> <ul style="list-style-type: none"> <li>• Support the Marketing Co-ordinator to assess and implement new digital channels to increase institutional awareness at local, national and international levels</li> <li>• Work closely with the Marketing Co-ordinator on the building of digital campaigns, tracking engagement and assessing their success</li> <li>• Maintain current digital platforms incl. social channels and website incl. monitoring SEO in order to maximise effectiveness</li> <li>• Develop and manage Broadway’s Google Ad account incl. the creation of paid ads as per marketing plans</li> <li>• Provide weekly reports on Broadway digital channel engagement</li> <li>• Provide weekly reports on user engagement with Broadway’s website utilising Google Analytics and any other analytical software deemed appropriate to define the user journey and user experience</li> <li>• Act as lead contact for Broadway’s third-party website developers</li> <li>• Act as lead contact for Broadway’s Vista internet ticketing software incl. monitoring of ongoing technical queries and development</li> <li>• Benchmark Broadway’s digital activity against</li> </ul>	<p><b>30%</b></p>

	comparable organisations within the arts and culture sector	
<b>Duty 4</b>	<b>Process Development</b>	<b>10%</b>
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Support the creation, distribution and administration of submission platforms for commissioning artists</li> <li>• Provide expertise and guidance into Broadway's current data collection approaches, data processes, membership, fundraising and data assets to inform ongoing CRM procurement and development</li> <li>• Utilise membership/customer data to ensure the effective distribution of all Broadway's digital and direct marketing material across all platforms</li> <li>• Encourage UK-GDPR best practice amongst our staff team by informing and training current and new staff</li> <li>• Maintain a clear profile of Broadway's pricing and offer benchmarked against other cinemas and arts centres based locally and nationally</li> </ul>	
<b>Duty 5</b>	<b>General Requirements</b>	
<b>Tasks</b>	<ul style="list-style-type: none"> <li>• Manage own workload and project manage effectively</li> <li>• Clear and timely reporting to the Marketing and Communications Director on all aspects of progress</li> <li>• Confident in the use of Google platforms including Analytics, Adwords and Data Studio</li> <li>• ICT literate and confident in using Microsoft Office and Outlook and adopting new software tools in the delivery of own work, collaborative work and project and task management.</li> <li>• Be committed to and actively involved in, excellent customer service and best practice in both internal and external communications.</li> <li>• Confident in the</li> <li>• Attend staff, management and Board meetings as required</li> <li>• To receive supervision and appraisal and be committed to own development</li> <li>• To be committed to and work within Broadway policies and procedures</li> </ul>	