**Job Description: Professional Service Positions**

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| **Faculty/Directorate/Service Area:** | Estates and Campus Services (Arts & Culture) |
| **Job Title:** | Customer Relations Coordinator |
| **Department/Subject:** | Taliesin Arts Centre |
| **Salary:** | Grade 5 £26, 338 - £29,179 per annum pro rata together with NEST pension benefits |
| **Hours of work:** | 21 hours (0.6FTE) (this role requires flexible working during daytimes, evenings and weekends to meet the evolving needs of the business) |
| **Number of positions:** | 1 |
| **Contract:** | Permanent |
| **Location:** | This position will be predominantly based at Singleton Campus, with the expectation to work at Bay Campus and other on and off-site locations as needed. |

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| **Main Purpose of Post** | Reporting to the Cultural Services Officer and working closely with the Marketing and Customer Experience functions of Taliesin Arts Centre, this role meets the needs and demands associated with providing excellent customer experience through CRM management, sales and communications for a range of cultural, academic and commercial activities and events hosted at the University’s venues at Taliesin Arts Centre, The Great Hall and for other on and off-campus projects.  The Box Office & Customer Relationship Management Supervisor will fulfil a variety of duties encompassing but not entirely limited to:   1. Box Office & CRM Management  * Oversee the integration of the Box Office system with internal and third-party systems to ensure smooth and effective operations. * Ensure the CRM database is segmented effectively to support operational needs, enabling tailored communications for different customer groups. * Train and support staff across the organisation to use the system appropriately based on their roles. * Monitor and ensure compliance with data protection legislation (e.g., GDPR, PECR) and uphold best practices for handling personal data. * Produce reports for finance, programming, marketing, and visiting companies as required, including tracking key performance indicators (KPIs) for Box Office and CRM functions, measuring sales trends, customer retention, and event performance.  1. Customer Service & Sales - variety of duties encompassing but not entirely limited to  * Oversee online sales processes, ensuring CRM systems provide an efficient sales funnel and positive customer journey. * Actively pursue group, educational, and school bookings, building strong relationships within the wider community. * Implement customer retention strategies to increase loyalty and repeat bookings. * Coordinate and manage a comprehensive customer care policy, ensuring the highest standard of service at all points of contact. * Monitor customer feedback through surveys and post-event reports, using insights to improve services and build strong customer relationships. * Analyse survey results and customer data to identify trends, gaps, and opportunities for enhancing the customer experience. * Provide event support – acting as Duty Supervisor or staffing the Event Box Office as required  1. Marketing & Communications      * Collaborate with the Marketing function to develop and implement targeted CRM campaigns aimed at engaging and retaining existing customers, encouraging repeat attendance. * Oversee segmenting and personalising communications, leveraging CRM data to craft tailored pre- and post-event messages for customers. * Manage and deliver the creation of direct mail, e-newsletters and other communications, ensuring alignment with marketing objectives. * Provide data-driven insights to refine marketing strategies, improve messaging, and boost audience engagement.  1. The postholder will be required to deputise for the Cultural Services Officer as needed, which will include supervisory duties, and will support colleagues across the entire operation 2. Adapt duties as needed to support evolving business needs. |
| **General Duties** | 1. To fully engage with the University’s Performance Enabling and Welsh language policies 2. To promote equality and diversity in working practices and to maintain positive working relationships. 3. To lead on the continual improvement of health and safety performance through a good understanding of the risk profile and the development of a positive health and safety culture. 4. Any other duties as agreed by the Faculty / Directorate / Service Area. 5. To ensure that risk management is an integral part of your day to day activities to ensure working practices are compliant with the University's Risk Management Policy. |
| **Professional Services Values** | All Professional Services areas at Swansea University operate to a defined set of Core Values - [Professional Services Values](https://www.swansea.ac.uk/the-university/values/professional-services-values/) and it is an expectation that everyone is able to demonstrate a commitment to these values from the point of application through to the day to day delivery of their roles. Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have.  **We are Professional** We take pride in applying our knowledge, skills, creativity, integrity and judgement to deliver innovative, effective, efficient services and solutions of excellent quality.  **We Work Together**          We take pride in working in a proactive, collaborative environment of equality, trust, respect, co-operation and challenge to deliver services that strive to exceed the needs and expectations of customers.  **We Care** We take responsibility for listening, understanding and responding flexibly to our students, colleagues, external partners and the public so that every contact they have with us is a personalised and positive experience.  Commitment to our values at Swansea University supports us in promoting equality and valuing diversity to utilise all the talent that we have. |
| **Person Specification** | **Essential Criteria:**  **Values:**   * Demonstrable evidence of taking pride in delivering professional services and solutions * Ability to work together in an environment of equality, trust and respect to deliver services that strive to exceed the needs and expectations of customers. * Demonstrable evidence of providing a caring approach to all of your customers ensuring a personalised and positive experience   **Qualification:**   * Good standard of education equivalent to GCSE/NVQ or significant experience in a similar environment. * Relevant qualification or training in customer relationship management, data analysis, marketing, or related fields.   **Experience:**   * managing online Box Office or CRM systems, including producing and interpreting reports. * planning and delivering marketing communications, such as customer mailings, retention campaigns, and engagement strategies. * Using customer data to develop and implement targeted marketing strategies and campaigns. * Analysing and report on data, such as KPIs, sales trends, and customer retention metrics, to inform business decisions. * Training and supporting staff to meet operational needs * Experience delivering exceptional customer service in a sales or customer-facing environment.   **Knowledge and Skills:**   * Strong analytical skills with the ability to interpret customer data and survey insights to inform strategies for audience engagement and retention. * Excellent organisational skills, with the ability to balance multiple priorities and deliver results in a busy environment. * Customer-focused approach with a proactive attitude and the ability to identify opportunities for improving the customer experience. * Strong written and verbal communication skills, with the ability to craft data-driven reports and customer-facing content. * Proficiency in Microsoft products (e.g., Excel) and CRM/marketing tools to deliver campaigns and monitor performance. * Ability to work collaboratively within a team or independently, as needed * Flexible and proactive approach and attitude with excellent customer service skills   **Desirable Criteria:**   * Experience of working in a busy theatre, concert or live environment. * Experience with third-party integrations for CRM or Box Office systems. * Familiarity with CRM-driven marketing strategies, including retention campaigns and upselling techniques. * Advanced skills in data analysis tools (e.g., R or Python). |
| **Welsh Language Level** | Level 1 – ‘a little’ - pronounce Welsh words. Able to answer the phone in Welsh (good morning / afternoon). Able to use very basic every-day words and phrases (thank you, please etc.). Level 1 can be reached by completing a one-hour training course.  For more information about the Welsh Language Levels please refer to the Welsh Language Skills Assessment web page, which is available [here](https://www.swansea.ac.uk/welsh-language-standards/compliance/recruitment/). |
| **Additional Information** | **A satisfactory DBS check is required for this post.** |

  