

Julie's Bicycle

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CRM Project Manager

Julie's Bicycle is seeking a CRM (Customer Relationship Management) Project Manager to develop and implement a new contact database. Working with our team to launch a concept-to-completion CRM platform for the organisation, the Project Manager will better help us meet our strategic aim of scaling the cultural sectors response to the climate, nature and justice crisis, and reaching new and existing audiences more effectively.

ROLE SUMMARY

Contract: Self-employed / Freelance, 1 year project

Location: Hybrid working: access to office base is at Somerset House, London (*)

Fee: Up to £15,000 (inclusive of any VAT) This is based on approx. £250 a day / 60 days - this may vary depending on skills and experience.

Reporting to: Marketing Manager

Project start date: Asap, ideally July/August 2024

If you would like this application information in a different format (e.g. large print or audio file), please email recruitment@juliesbicycle.com or call 0208 746 0400.

ABOUT JULIE'S BICYCLE

[Julie's Bicycle](#) (JB) is a pioneering not-for-profit, mobilising the arts and culture to take action on the climate, nature and justice crisis. Founded by the music industry in 2007 and now working across the arts and culture, JB has partnered with over 2000 organisations in the UK and internationally. Combining cultural and environmental expertise, Julie's Bicycle focuses on high-impact programmes and policy change to meet the climate crisis head-on.

Julie's Bicycle has developed much of the thinking and activity of what has become known as 'the creative climate movement', mobilising thousands of artists and cultural organisations nationally and internationally, creating the resources and knowledge to drive change, and advocating at the policy level. Our work includes leadership development; research; strategic partnerships and ground-breaking projects; and in-depth consultancy and training. A commitment to climate justice underpins our work. We provide the creative community with the full range of tools, knowledge, and inspiration to act and run a rich programme of events, advocacy, and campaigns. Julie's Bicycle runs a

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series of closely connected programmes of different types, lengths and scales. Find out more about our programmes here: <https://juliesbicycle.com/our-work/>

This is an exciting time to work with our team of 22 full-timers and additional external associates who, together, represent a unique mix of arts, culture, scientific, environmental and digital expertise.

We encourage people from any background to apply for this role . We are committed to creating a workforce which is representative of our society, and to bringing together those with a variety of skills and experiences to help shape what we do and how we work. We are particularly keen to hear from people of colour and those who self-identify as disabled.

Project timeline:

Scoping + Discovery phase: July - December 2024

Initial Testing & Evaluation phase: December - March 2025

Integration & Scaling: April 2025 onwards

Approach to contract:

We expect quieter and busier periods over the course of the year. The busiest periods for this project are likely to be the first 6 months, and the last 2 months. There are a number of ways the days could be divided, for example an average of 2 days per week with some lighter touch weeks, or in pre agreed blocks of time. Please let us know your availability on application.

THE OPPORTUNITY

We are looking for an outstanding individual to join our team as CRM Project Manager, delivering a concept-to-completion CRM platform for the organisation.

Candidates will have strong knowledge of best practices in data capture and user segmentation. You will have confidence in how to embed a CRM into an organisation's daily working practices. You will be excited about the role of the cultural sector in demonstrating and inspiring climate action.

You will be able to combine strategic thinking with on-the-ground planning and delivery in all stages of the project. An excellent communicator and confident project manager, you will have a flexible, solution-focused approach.

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RESPONSIBILITIES

You can expect to be doing the following in this role:

Project Management

- Working with our team to review our existing CRM
- Support the creation of a CRM strategy, KPIs, review and product roadmap
- Working closely with the marketing manager, operations team and digital lead to manage the design, testing, and launch of an effective CRM within budget
- Develop plans for all core programmes and team members, including streamlining CRM workflows (email marketing campaigns, data syncing between APIs etc)

Relationship Management

- Enrolling and training the internal team on how to use the CRM
- Working with JB staff in order to drive appropriate audience and stakeholder data capture
- Providing accessible training and support documentation for staff to maintain the CRM legacy beyond the scope of the role

Data management

- Working with JB staff in order to drive appropriate audience and stakeholder data capture
- Collating and migrating historical contacts from across the organisation
- Devising a relevant tagging strategy
- Analysis of customer touchpoints and potential conversion opportunities
- Delivering a comprehensive database for audiences - of partner, stakeholder, client and supporter management - incorporating multiple functions including tracking engagement with digital marketing and communications campaigns; events and advocacy; fundraising; and capturing stakeholder data to help JB measure the impact of our communications and relationships
- Integrating the CRM with JB's marketing channels (including website and newsletter)

EXPERIENCE AND SKILLS

MUST HAVES

- Comfortable with data and workflows — perhaps you've mapped out user flows through a system before or worked with a developer to ensure data integrity
- Understanding of CRM best practices, specifically within the non-profit context
- Experience in day to day management and maintenance of a CRM

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- Understanding of application and data integration — perhaps you've used APIs before to connect different services together
- You are able to manage the full lifecycle of the CRM product development and can explain technical terms to less-technical people
- Strong project management skills with experience of managing product, marketing or business solutions
- Understanding and experience of user segmentation, whilst adhering to GDPR and data sensitivity best practice
- Ability to work independently and demonstrate initiative, with autonomous project delivery
- Ability to prioritise and work to deadlines
- A proactive approach and flexibility to respond to new opportunities that may arise
- Ability to work collaboratively in a fast-paced, changing environment
- Confident communication skills
- Excellent attention to detail
- Interest in taking action on the environmental and climate crisis

NICE TO HAVES

- Experience of devising and implementing a successful CRM from conception to completion
- Strong interest in what arts and culture can bring to environmental and climate action
- Experience of network or community engagement within a CRM project
- Experience of gathering user feedback and testing of a product before delivery
- Understanding of user experience and user journeys
- Strong understanding of and interest in the cultural sector and/or the charity sector
- Experience of working with Mailchimp, Wordpress, and/or ActiveCampaign

HOW TO APPLY

If you'd like to apply, please:

- Complete the equal opportunities monitoring form you'll find [HERE](#)
- Prepare your CV along with a Cover Letter explaining your interest in the role & availability.

Send these to recruitment@juliesbicycle.com **by midnight on Tuesday 2nd July 2024.**

Interview dates are likely to be Thursday 4th and Friday 5th July 2024.

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We are committed to being an Equal Opportunities Employer; we welcome applications from all suitably qualified persons regardless of their race, gender, disability, culture, religion/belief, sexual orientation or age.

Please note, this post is open to people who already have the right to live and work in the UK, as Julie's Bicycle is not currently in a position to sponsor a work visa.

Thank you for your interest in working at Julie's Bicycle.