

29 March 2023

Dear Applicant

Data & Insights Manager

Thank you for your interest in the above vacancy. Please find attached:

- Person Specification
- Job Description
- Application Form

Please refer to our Candidate Privacy Notice and the Traverse Vision, Mission and Values Statement which can be viewed and/or downloaded from the jobs page on our website at <https://www.traverse.co.uk/jobs>

If you wish to apply please complete all sections of the application form, sign the declaration and submit with a covering letter. If you submit your application by e-mail we will ask you to sign it at a later stage.

Applications should be submitted by email to jobs@traverse.co.uk and should arrive no later than **5pm on 20 April 2022**. Please note that late applications will not be accepted. Receipt of your application will be acknowledged within two working days. If you do not receive acknowledgement you should contact us.

Should you require to make your application in an alternative format please contact us as soon as possible at jobs@traverse.co.uk and we will make every effort to meet any reasonable request.

The panel will interview those applicants who appear, from the information available, to be the most suitable in terms of skills, qualifications and experience. It is essential that you give full details in each of the sections and provide evidence of how you meet the particular experience and qualities sought.

The Traverse will guarantee an interview to any applicant with a disability and who meets the minimum person specification criteria. Should you wish to be considered under these conditions please indicate this in the application form.

Interviews will be held via Zoom **in week commencing 25 April 2022**.

Please note all applicants must be in possession of any necessary work permit and/or visa and be able to provide documentary evidence of their eligibility to work in the UK.

We expect to receive a high volume of applications for this post and regret we will be unable to respond to everyone individually. Therefore, other than acknowledgement of receipt, if you have not heard from us by **25 April 2022** you should assume that your application has been unsuccessful.

Yours faithfully

Pauleen Rafferty
Payroll & HR Manager
jobs@traverse.co.uk

Person Specification

Data and Insights Manager

This is a profile of the skills and aptitudes required for the post of Data and Insights Manager. It lists the criteria that will be used in shortlisting and selecting candidates objectively and ensures transparency in the decision-making process. The ideal candidate will be able to demonstrate these in both their application and at interview.

Qualifications

No formal qualifications are necessary.

Experience/Competency	Essential	Desirable
Demonstrable experience of developing data collection processes	✓	
Experience of working with complex and dynamic data sets	✓	
Experience of analytics programmes and dashboards	✓	
Experience of visual interpretation and presentation of data	✓	
Comprehensive knowledge of GDPR and related legislation	✓	
Experience of data analysis & implementation of data	✓	
Experience of external agency relationship management		✓
Experience of working with ticketing systems		✓

Skills and Abilities	Essential	Desirable
Strong digital & communication skills	✓	
Passion to grow support and income to deliver the Traverse's mission	✓	
Excellent attention to detail	✓	
Strong IT skills	✓	
Highly organised and able to multi-task & prioritise effectively	✓	
Excellent knowledge of analytics	✓	

Other	Essential	Desirable
Creative, energetic and motivated	✓	
Interest in latest digital trends	✓	
A good knowledge of the arts, particularly in Scotland		✓

Some Terms and Conditions:

- Rate of pay £28,000 FTE
- We expect this post will require 32-40 hours per week, however we are open to discuss this with the successful applicant
- Hours will be flexible to allow you to carry out your duties and may include daytimes, evenings and weekends.
- Additional hours may be required over the busy Festival period
- Annual leave entitlement is equivalent to FTE 32 days per annum.
- There is a contributory pension scheme available.

Additional

- Applicants must be eligible to work in the UK and, if applicable, must hold any necessary work permits and/or visas.

- Interviews will be held via Zoom
- The closing date for applications is **5pm on Wednesday 20 April 2022**

JOB DESCRIPTION

Post Title:	Data and Insights Manager
Salary:	£28,000 FTE
Responsible to:	Head of Brand and Audience
Responsible for:	N/A
Key Purpose:	Developing data, ticketing and digital delivery innovations to expand the Traverse's virtual audience and drive income generation. To lead on data insight, interpretation and analysis across all areas to support and further the strategic aims of the organisation, including with external partners and funding bodies. To seek out and bring in best practice and new learnings for the continual improvement of ticketing operations, data capture opportunities and digital delivery of content.
Main Duties:	The following list is typical of the level of duties which the post holder will be expected to perform. It is not necessarily exhaustive and other duties of a similar type and level may be required.

Data

- Be responsible for the ongoing collation and analysis of data across the organisation for funding applications and reports, audience projections and growth, income generation, carbon management and other organisational priorities.
- Alongside Head of Business Development, Head of Brand and Audience and other colleagues, lead on identifying new and additional income opportunities for the organisation, as well as data collection initiatives.
- Support the Fundraising and Development team in developing and delivering initiatives to increase donations and audience support, and support funding applications.
- Alongside the Sales & Welcome Team, maintain the cloud-based customer relationship management (CRM) system and ticketing service, to produce accurate sales reports, analysis and information.
- Maintain a close relationship with the CRM and ticket system provider (Spektrix), to ensure smooth running across its integrated sales and data function.
- Lead on show and season programme set up in conjunction with other relevant departments.
- In collaboration with Communications colleagues, deliver appropriate ticketing integration into the Traverse website and external platforms for delivery of digital events.
- Develop and implement ticketing procedures and protocols in response to operating circumstances and service demand, ensuring the Traverse team are informed and adhere to administrative systems; ensuring secure cash-handling and financial practices are in place and adhered to at all times.

Insights

- Lead on relationships with external data agencies such as Spektrix, the Audience Agency and the Fringe to further the organisation's knowledge of its audience, and support financial foresights and audience growth strategies.
- Ensure that Senior Management and other key team members understand changes in audience behaviour and profile in detail and in a practically applicable manner to improve programming and services.
- Support the Producing team and Head of Brand and Audience in setting reliable financial projects across all organisational activities.

- Make recommendations to improve targeting, testing and optimisation of segmentation, programme and giving centred campaigns, clearly communicating options to internal and external stakeholders.
- Evaluate the performance of campaigns, customer and giving journeys, making informed suggestions to maximise success and reach.

Ticketing

- Support and advise the Sales & Welcome Team with managing ticket allocations for outside agencies, such as the Edinburgh Festival Fringe Society, ensuring that organisational priorities are adhered to and data is collected and reported appropriately.
- Manage the implementation of strategic offers and ticketing initiatives and their impact on potential income.
- In collaboration with Sales & Welcome Team, set up and administer ticketing at site specific venues, including the coordination and training of staff with the Front of House team to ensure suitable resources are in place and best financial practices and legal compliances are adhered to off site.

Leadership

- Seek out and bring in best practice and new learnings for the continual improvement of ticketing operations, data capture opportunities and digital delivery of content.
- Continually look ahead to new relevant technologies and ensure that the Traverse stays at the cutting edge of ticketing, data and customer service.
- Lead on creation of a Scottish Spektrix users' group, and lobbying for essential system developments.
- Develop and demonstrate excellent customer service standards to Traverse Theatre patrons, partner companies and organisations by responding to queries, supporting activities, providing information and delivering customer-focused sales and ticketing solutions.
- Alongside colleagues, lead on ensuring a smooth customer journey, implementing agreed marketing strategies, and maximising sales and individual donations.
- Duty Management of the sales operations as required, working closely with internal department managers and external contacts to ensure the smooth running of events.
- Alongside other roles and departments take an active part in contributing to and furthering the Traverse's audience development aims and innovations.

Other duties

- Overseeing financial settlements for visiting company and external events.
- Key holder for the opening and closing of the sales and welcome area, ensuring proper security measures are in place and adhered to.
- Comply with set procedures for maintenance of databases, financial reporting, merchandise stock control and banking, ensuring best practice and compliance with the theatre's data and information security policies (GDPR and PCI DSS)
- Ensure that all sales procedures conform to statutory requirements and the Theatre's policies with regard to Health & Safety, hygiene, environmental health and customer care.
- Undertake training as appropriate and as agreed with line manager.
- Adhere to and promote the Equal Opportunities Policy as set out by the organisation.
- Commit to working in an environmentally sustainable manner at all times.
- Any other duties as agreed with line manager.



FOR OFFICE USE:

REF: DIM-04-2022

APP NO.

PART A: PERSONAL INFORMATION

Application for the post of:

Data and Insights Manager

1. Personal Details

Surname:
Forename(s): (underline name you are known by)
Permanent Address:
Postcode:
Telephone No.
E-mail:

2. Other Information

If appointed, how much notice would you require before taking up appointment?
Please detail dates on which you would NOT be available for interview.
If you have a disability, we ask you to tell us about any adjustments that you would wish to be made to the selection or interview process in light of your disability. In order to make such adjustments we may need to pass this information onto others (for example, the selection panel).
The Traverse Theatre will guarantee an interview to any applicant with a disability and who meets the minimum person specification. Do you wish this guarantee to be used in relation to your application? Yes or No:
Have you ever been convicted of a criminal offence?
<i>(Declaration subject to the Rehabilitation of Offenders Act 1974)</i>

3. Conditions

Only applications which contain all the requested information, will be considered. **Information in support of your application will not be accepted after the closing date for receipt of applications.**

Before you submit your application, please ensure that you are eligible for this post by referring to the job description and person specification as well as any additional information for applicants. If you are successful at interview, a complete enquiry of your eligibility will be made. If you are uncertain about any aspect of your eligibility, please contact us.

A candidate found to have given false information or wilfully to have suppressed any material fact will be liable to either disqualification or, if appointed, to dismissal.

Late applications will not be accepted.

4. Declaration

The information given in Parts A and B of this application is complete and correct to the best of my knowledge. Under the terms of the Data Protection Act 1998, I agree that the information given in Parts A and B of this application may be processed to provide management information for recruitment and equal opportunities monitoring purposes. This information will not be retained longer than it is needed and paper records are normally disposed of after one year. Applicants will have the right of access to any information held about them.

Signed _____ Date _____

If your application is submitted by e-mail we will require you to sign this form if invited to interview.

Please send your completed application to:

e-mail: jobs@traverse.co.uk

The information given on this form will be used strictly for the purposes of recruitment of stated post; communicating with candidates regarding this recruitment; taking up references; and the processing of payroll, pension, tax and national insurance; and contractual obligations of successful candidates. The forms of successful candidates will be securely stored in your personnel file until six tax years following the end of your employment. Otherwise the form will be securely destroyed after a period of 1 year.



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REF: DIM-04-2022

APP NO.

PART B: SKILLS AND KNOWLEDGE

Application for the post of:

Data and Insights Manager

1. Educational Qualifications

To the extent that you consider that education qualifications are relevant to the post, please complete this section.

Subject	Level e.g. Standard/ Higher	Result

2. University or further education

If you have attended university or college, please provide details as follows:

First degree (or other third level qualification)

University or college:

Details of qualifications,
Including title and type of
Degree, diploma or certificate:

Class and
Division (if applicable):

Main subjects:

Post graduate qualifications

University or college:

Details of qualification:

Main subjects:

3. Employment History

Are you currently employed? Yes ☐ No ☐

Present Employer or Contractor (If Freelance)

Internal candidates should not nominate members of the Selection Panel for this post.

Employer/Contractor's Name:

Address for reference:

Telephone No:

E-mail:

Job title and main duties:

Date Started:

Current Salary/Fee:

Why do you wish to leave?

Employers'/Contractors' References

Please note that employers' or contractors' references covering the last 5 years will be required if we are considering you for an appointment following your interview.

If invited to interview, may we ask your present employer/contractor for a reference?

Yes ☐ No ☐

May we approach your previous employers/contractors for a reference if we are considering you for an appointment?

Yes ☐ No ☐

Please give the name, address and telephone number of an additional referee who need not be a current or former employer:

Name

Address

Telephone No:

E-mail:

In what capacity does this person know you?

To the extent that you consider it relevant to the post, detail your previous employment, including self-employment and freelance work, **starting with the most recent**.

Name, Address & Phone No. of Employer/Contractor	Job Title and Main Duties/Freelance contract details	Length of time in Post	Reason for leaving

4. SKILLS & KNOWLEDGE

Please study the **Job Description and Person Specification**. Use this space to demonstrate that you have the skills and knowledge we have asked for. You may also use this space to include any other information which may be relevant to your application.