



# Imperial Society of Teachers of Dancing

## Job Profile: Membership CRM Executive

### Company Summary

The Imperial Society of Teachers of Dancing (ISTD) is a registered educational charity and membership association. Our mission is to educate the public in the art of dancing in all its forms: to promote knowledge of dance; provide up-to-date techniques for members and maintain and improve teaching standards.

With approximately 6,000 members in over 55 countries worldwide, the Society conducts over 120,000 examinations each year. We were recently listed by Ofqual as one of the top 20 largest awarding organisations in England and in the top 5 for delivery of performing arts examinations.

The Society aspires to be a world leader in dance education, setting the benchmark for best practice through our extensive syllabi and teacher training. We are committed to becoming a dynamic, future-focused organisation that promotes the social, cultural, physical and educational benefits of dance for all.

### Summary of Role

Key point of contact for membership enrolment, renewal and membership services. Development and management of the CRM to improve member experience, stakeholder processes and knowledge, and data integrity.

### Key Responsibilities:

#### CRM and Data Management:

- Work with stakeholders across the business to develop processes to improve data capture, integration and intelligence to improve the experience for users and members.
- Influence business growth by working with the Head of Membership to develop membership life-cycle, acquisition and retention, and identify opportunities to build loyalty and member satisfaction.
- Systems development: Identify, recommend and implement quality and efficient improvements to the CRM. (Workbooks)
- Manage Workbooks and the integration with CMS and third-party systems to deliver membership renewals and permission based benefits
- Work with internal stakeholders and external partners and suppliers to oversee delivery of improvements to systems to improve efficiency of processes.
- Provide timely and accurate reporting of membership numbers, income and business KPIs.
- Provide customer insights and make recommendations based on data analysis and membership feedback.



# Imperial Society of Teachers of Dancing

- Work with the Head of Membership to ensure the integrity, quality and accuracy of data. Undertaking data cleansing programmes.

## **Membership Services:**

- Primary contact for members; providing excellent customer service and working across departments to provide resolution to queries
- Assisting with the Society's Annual Membership Renewal programme. Preparing data. Taking payments for renewals, updating Member records. Producing and dispatching membership packs. Responding to queries by phone and email.
- Responsible for processing new enrolment applications and issuing new starter packs and membership certificates.
- To ensure the database records and member details are meticulously maintained in accordance with GDPR, and that change of details and amendments are updated.
- Provide accurate and properly formatted reports and data pulls to facilitate marketing communications and events.
- Carry out any other necessary administrative processes to support the work of the Membership and Communications Directorate, this may include attending events to promote membership.
- To participate in any other projects or tasks as required in order to support other departments during their peak times. This can include reception duties and zoom meeting administration.

## **Shop Administration:**

- Updating shop products in Workbooks and shop CMS. Liaising with outsourced fulfilment house
- Providing reporting for business on sales and income
- Dealing with member inquiries

## **Person Specification**

To take up the role of Membership CRM Executive, the individual will need to be engaged and motivated in the work and mission of the Society. Commitment, engagement and reliability are key to fulfilling your responsibility.

### **Essential**

- Excellent working knowledge of Microsoft Office, especially EXCEL.
- Knowledge of Workbooks, membership databases or CRM systems.
- Knowledge of building reports in databases / excel
- Excellent verbal and written communication skills
- Proven administrative ability, with experience of processing data accurately and demonstrating excellent attention to detail while multi-tasking and meeting deadlines.



# Imperial Society of Teachers of Dancing

- Demonstrable experience of working in an accurate, organised and methodical fashion to tight timescales.
- Experience of handling card payments over the phone and online - PCI compliance.
- Strong prioritisation and organisational skills in order to cope with the high volume of queries.
- Willing and able to work on their own initiative, while remaining aware of own limitations and when they should ask for help.
- Proven experience of working effectively in a team to deliver excellent customer service.
- A calm, professional and 'can-do' attitude towards the workplace

## **Advantage:**

- Previous experience of working in a membership environment within dance, dance education, arts, training, or similar.

## **Working Hours**

This is a full-time role, working 35 hours a week, from Monday to Friday from 9am to 5pm, with a one hour lunch break. **This role will initially be offered on a fixed term contract basis (9-12 months).**

## **Additional Information**

- Once trained, this role will be offered on a Hybrid work basis (2 days in the office and the remainder of the week working remotely). When working remotely, the Membership CRM Executive will be required to work from home in an environment with a high-speed broadband.
- The office remains open from Monday to Friday and is available for those who would prefer to work in the office environment or have difficulties working remotely.
- Hybrid working will be reviewed on an ongoing basis and employees may need to revert to homeworking, in line with government advice.

## **Remuneration**

The annual salary for this position will be a Grade B - Officers / Coordinators, (which ranges from £23,856 – £28,004 per annum), depending on experience.

## **Training**

The Membership CRM Executive will be supported in their new role with an initial induction, followed by guidance on ISTD policies and processes to ensure they feel confident, fully informed and equipped to carry out their responsibilities.



# Imperial Society of Teachers of Dancing

## **Equal Opportunities**

The Society values diversity of thought and experience. We welcome applications from anyone regardless of their age, disability, ethnicity, heritage, sexuality, gender and socio-economic background. If you have any access needs or there are any barriers to access please let us know this in your application or if you would like to discuss any of this prior to applying please email:

[hr@istd.org](mailto:hr@istd.org)

## **Method of Application**

To apply, please send a letter of application and CV to [hr@istd.org](mailto:hr@istd.org). The letter of application should summarise what you are able to bring to the role and how you meet the person specification. The successful candidates will also be required to provide details for two recent references that can evidence skills and suitability to carry out this role, (whether in an employed or voluntary capacity).