

**THE ART FUND  
JOB DESCRIPTION**

<b>Job Title</b>	Senior Operations Manager, Supporter Experience
<b>Department</b>	Marketing
<b>Reports to</b>	Senior Marketing Manager, Supporter Experience
<b>Purpose of Role</b>	
<p>Drive end-to-end customer operational excellence to serve members, donors and prospects in line with Art Fund’s schedule of activity – including overseeing the development and management of all associated data flows and processes, contract management, financial oversight and payment processing, customer service and KPIs. Be an agent for change by developing a data driven approach to our operations and activity through insight, producing business recommendations, regular reporting and adopting and promoting best practice solutions.</p>	
<b>Key Accountabilities</b>	
<p>Lead a programme of continuous improvement across all aspects of customer operations. Identify customer improvements and business efficiency, working on strategic improvements to operational processes internally and externally with key stakeholders and suppliers. Ensure we achieve the operational KPIs needed to maintain and grow in line with business objectives.</p> <p>Take the lead in the successful and timely delivery of data queries and the creation of processes that ensure the database contains high quality, consistent, relevant data. Regularly import data into the database according to consistent standards and output appropriate reports to support the analysis of performance, including but not limited to supporter journeys and key data processes. Manage the end-to-end delivery of initiatives that improve and enhance our use of data across systems or analytics in-house or externally.</p> <p>Oversee the work of the Supporter Services Coordinator in coordinating the work of the third-party contact centre service, including developing policies and procedures in customer service and response-handling, complaint handling and monitoring, training and quality monitoring. Regularly reviewing priorities and resource to ensure targets are met.</p> <p>Work closely with the Design and Production Manager to undertake regular inventory checks at fulfilment suppliers, ensure efficiencies in production are considered as well as timelines to delivery. Be the main point of contact for forecasting volumes when required.</p> <p>Proactively manage the relationship with contracted service providers and from time to time oversee the retendering of such services – response handling and payment processing, contact centre and outbound fulfilment services. Set standards and targets, identify and solve problems, innovate the service, monitor SLAs and negotiate costs.</p> <p>Work closely with the Head of Finance and finance team to reconcile membership and associated income streams, including gift aid and setting up new fund or income codes where appropriate. Using daily and monthly reports ensure monies are fully reconciled and work to resolve anomalies. Oversee payment methods, introducing new methods as appropriate, making sure all aspects of process and compliance are implemented to the right standards and practice.</p> <p>Work with the Supporter Services Co-ordinator to plan a roster of work designed to improve service or generate income, work with internal stakeholders to develop and scope projects and work with third parties or internally to deliver projects to internal client requirements, championing the needs of supporters as appropriate.</p> <p>Contribute to the development of the marketing technology stack at Art Fund – procurements and deployments, including writing new specifications, testing and writing user guides. Collaborate with business stakeholders to define and communicate the digital vision, product road map and priorities to support consumer and business-to-business marketing innovation.</p>	

Generate user stories for development of the service in relation to customer service and operations, oversee the coordination of testing new developments of features, functionality in new releases or upgrades.

Manage and monitor substantial budgets related to contracted services, submit proposals and forecasts and provide commentary on variances and anomalies.

---

**Other Activities, Duties and Responsibilities**

Contribute to the overall development of the Art Fund's marketing strategy and strategies to build awareness and the Art Fund brand.

Actively participate in the wider life of the Art Fund

Undertake other duties as requested by the Art Fund from time to time

---

**Reporting Lines**

Senior Marketing Manager, Supporter Experience

**Line Manager**

Supporter Services Co-ordinator

**Close working relationship with:**

Wider members of the Marketing Team, the Technical Operations team and Third-party fulfilment providers; currently Mango, Lettershop Group and Valldata Woods Group.

## PERSON SPECIFICATION

	Essential	Desirable
<b>Qualifications</b>	<ul style="list-style-type: none"> <li>• Business Administration or similar qualification</li> </ul>	
<b>Experience</b>	<ul style="list-style-type: none"> <li>• 5+ years' experience using CRM and managing customer services in a fundraising or membership environment at a comparable level</li> <li>• Significant experience of defining, developing and implementing business workflows</li> <li>• Previous comparable experience of managing contracts and external 3<sup>rd</sup> party suppliers to deliver monitored services.</li> <li>• Line management experience</li> </ul>	<ul style="list-style-type: none"> <li>• Experience of database and data management, including data and software integrations.</li> <li>• Experience in a comparable sector</li> </ul>
<b>Knowledge</b>	<ul style="list-style-type: none"> <li>• Demonstrable business administration skills, including thorough knowledge of direct debits, gift aid, data protection, credit card compliance and financial reconciliation.</li> <li>• Good understanding of customer service issues and industry standards and best practice.</li> <li>• Knowledge of procurement processes</li> <li>• Knowledge of the sector and current trends and issues?</li> </ul>	<ul style="list-style-type: none"> <li>• Educated to degree level or equivalent</li> </ul>
<b>Skills/Abilities/Competencies</b>	<ul style="list-style-type: none"> <li>• Excellent negotiation skills</li> <li>• Strong project management skills</li> <li>• Budget management</li> <li>• Ability to manage multiple projects and prioritise own workload, with minimum supervision</li> </ul>	
<b>Personal Attributes</b>	<ul style="list-style-type: none"> <li>• Good communication skills</li> <li>• Willingness to work as part of a team with a flexible, helpful and supportive attitude</li> <li>• Commitment to coaching others and sharing own expertise</li> </ul>	