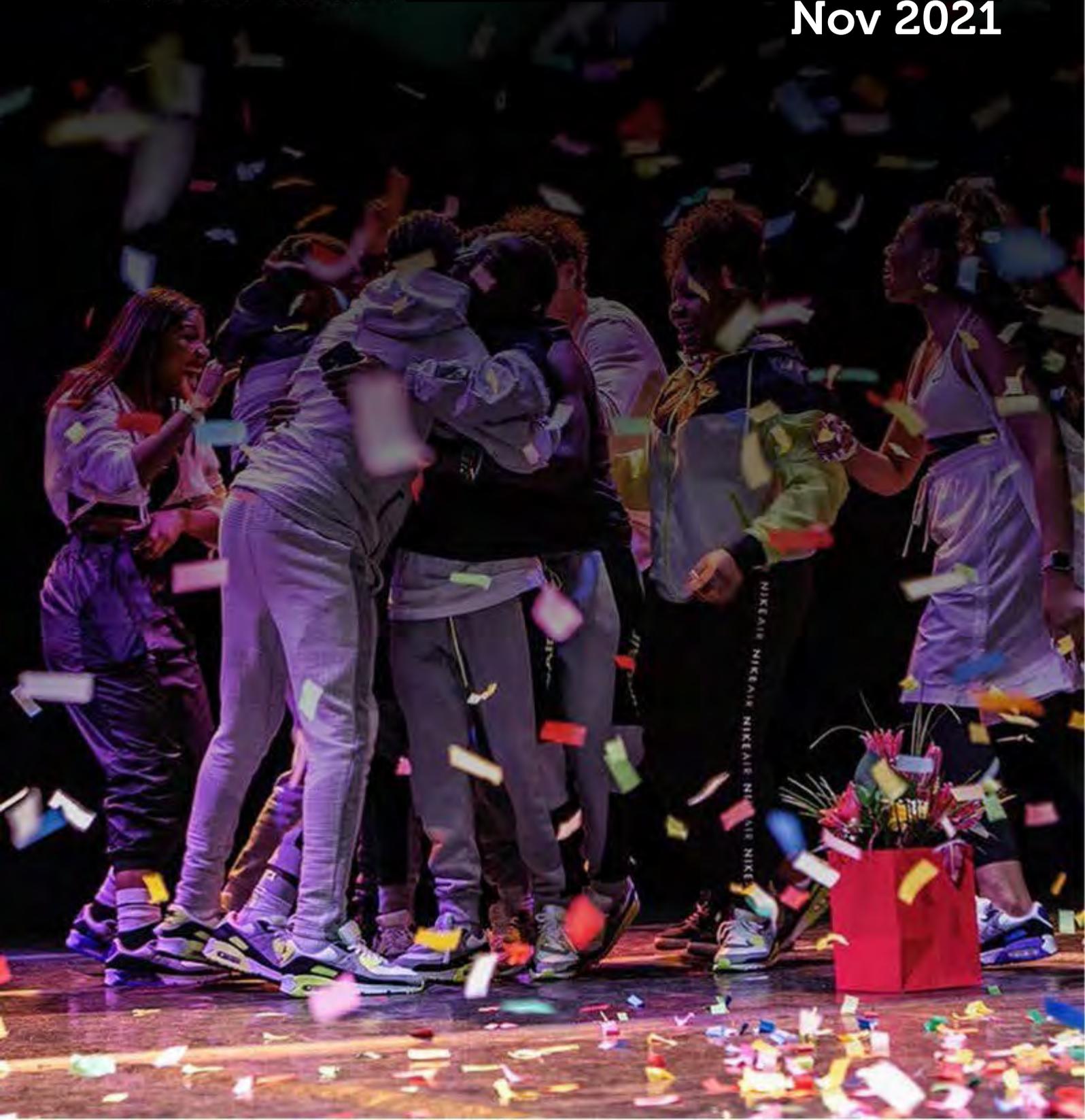




Recruitment Pack

Data and Insights
Coordinator

Nov 2021



Letter from the Executive Team

Welcome to Hackney Empire.

We are delighted that you have taken this step to find out more about applying for the role of Data and Insights Coordinator at Hackney Empire.

Since being appointed as the Executive Team at Hackney Empire in 2018, we have had a truly extraordinary three years. Our incredible team has worked with tireless and inspiring energy to re-establish Hackney Empire as a recognised landmark within the sector, and for our audiences. We are incredibly proud of the enormous progress made, not only as a sustainable and ambitious organisation, but also, and perhaps more importantly, as a nexus for our community of creatives, artists and audiences.

As an organisation we entered 2021 with a renewed energy and sense of urgency. As custodians to one of our country's most beautiful, diverse and important stages, we remain committed to excellence, access and representation; with development of artists, audiences and young people at the very centre of everything we do. We will lead crucial change wherever possible and will seek to collaborate with others to ensure that the transformative effects of Arts & Culture can be experienced by all.

Please take the time to read this document, to find out more about the role and Hackney Empire. We do hope that you are inspired to become part of our journey and look forward to receiving your application.



Yamin Choudury
Artistic Director



Jo Hemmant
Executive Director



The Organisation

“Hackney Empire is a legendary venue which plays a key role in the cultural, civic and economic life of its community. With an enviable track record in engaging young people from traditionally the most isolated and at risk communities, Hackney Empire has expertise that we anticipate will be much needed in the days to come. We are all going to need Arts & Culture to inspire and reconnect us on the other side of this, and we’re especially going to need places like Hackney Empire – which are embedded in their communities and able to bring people together.”

Mayor Philip Glanville, Hackney Council

Hackney Empire is a world renowned, Grade II* listed, Edwardian music hall; now a modern variety theatre presenting and championing the best in local, national and international Arts & Culture in all its forms. Designed and built in 1901 by Frank Matcham, the theatre was fully restored in 2003 and is a jewel in the crown of London's historic East End. The glorious auditorium can accommodate upwards of 1,200 audience members, making it one of the Capital's largest venues.

Hackney Empire has a legacy as a cultural beacon and safe space which annually welcomes over 200,000 audience members. For decades Hackney Empire has been regarded as a vital

and exceptional platform for creatives, artists and audiences that fully reflect the incredible diversity and vibrancy of our city, and has a proud legacy of supporting marginalised and isolated voices. This legacy continues to this day as a central ethos of the organisation's manifesto. As well as entertaining, educating and inspiring hundreds of thousands of people each year through its artistic programme, Hackney Empire is a dedicated development and participation space for thousands of young people every year, a safe and welcoming nexus for a modern society.

Hackney Empire has been an Arts Council National Portfolio Organisation since 2012/13, having previously been funded as a Regularly Funded Organisation.

The organisation has transformed since the beginning of 2018, resulting in a vibrant, eclectic artistic programme, increasingly meaningful partnerships and a sector-leading young people's programme within a framework of financial growth. With momentum on its side in the spring of 2020, the team were optimistic for the future. And 2020 certainly delivered a few highlights; the Hackney Empire: Creative Futures team worked with hundreds of young people – not only delivering a full development and participation programme, but also becoming a frontline service to assist young people from across East and North London, their carers and their families, to access much needed aid and resources in uncertain times. During this period, the incredible success of the Crowdfunder and of the Mayor of London's Pay it Forward scheme saw supporters raise over £150,000, underlining the significance of the organisation to its community and audiences.

2020 was of course also incredibly challenging, both on a global and individual scale. The restrictions put in place in response to the COVID-19 pandemic highlighted the role of Arts & Culture as a vital and indispensable gateway to ideas, stories, information and most importantly people - an opportunity to share, to dream and to escape the confines of lockdown. However, it also put in sharp relief the many barriers to access, and emphasised that much more must be done to enable genuine ownership reflective of the depth of the UK's communities. Hackney Empire believes that the ability to come together, to celebrate and to mourn, to share stories, ideas and emotions will be fundamental to our recovery as a society.

Vision, Mission & Values

Transformative – Representative – Accessible – Radical – Inspiring

Vision

We believe that everybody should have the opportunity to experience the singularly transformative power of great Arts & Culture, and we will do everything we can to create vital access for all.

Mission

Hackney Empire will present a programme that is extraordinary, challenging and profound, celebrating the richness of local, national and international Arts & Culture. We will nurture and platform the unheard and the unknown, to encourage and share excellence in all its forms.

Values

- Extraordinary Arts & Culture can be created by **all people, anywhere**.
- The **transformative** impact of **Arts & Culture**, in all its forms, **should be accessible** by all. We have the opportunity to affect how we view others, our environment, our society and ourselves.
- We want ignored and overlooked voices to be heard, isolated communities to be engaged and **ideas to be recognised and responded to**.
- **Young people** from all backgrounds **will always have a home** at Hackney Empire and our **community** will always be at the heart of how we think and how we work.
- **We want to entertain and provoke**. We want to face difficult truths, confront prejudice, embrace new ideas, and share stories.
- **We want to work with others** to create high-quality, innovative and powerful programme.



The Role

Data and Insights Coordinator

Line Managed by: Head of Marketing

Salary: £28,000 per annum pro rata

Terms of Contract: 3 days per week or equivalent. Possible to be on a contractual or employment basis

Purpose of Role

The Data and Insights Coordinator will champion best practices for data use across all departments within Hackney Empire, reporting to the Head of Marketing. Their initial focus will be on cleansing, developing and administering the Spektrix database. They will then take on responsibility for providing customer and audience insight, business intelligence and data reporting and analysis services to a range of internal and external stakeholders, helping to impact the programming and running of Hackney Empire as a whole.

Job Description

Main Responsibilities

- Act as system administrator for the Spektrix database, ensuring the system is always in a place that ensures data integrity and hygiene, and reporting any concerns to the Head of Marketing
- Work with the Head of Marketing on a strategy for database segmentation and how to best use our data to develop audiences
- Act as a spokesperson for a data-driven culture within the organisation, supporting the Head of Marketing to ensure that all departments are aware of company policies and best practices when using data
- Liaise with the Marketing team on email campaigns, advising on data segmentation and scheduling to ensure customer relationships are maintained and developed
- Lead on optimising data about the user experience of the Hackney Empire website to increase engagement and conversion rates using Google Analytics and other analytics programmes, as outlined by the Head of Marketing
- Ensure the organisation is adhering to data protection law, fundraising regulations and safeguarding requirements in relation to its use of data. To be the gatekeeper of any personal data that is shared by or with a third party by performing data exports and imports from the database as and when they are required
- Assist the organisation in completing the data clean up required for continued GDPR compliance. To assist in ensuring ongoing compliance with the GDPR across the organisation, in collaboration with the Head of Marketing.
- Support the Head of Marketing to update a data strategy for the organisation,

develop processes and procedures in order to implement the strategy, including updating and maintaining the data protection policy

- Stay abreast of the latest trends and share best practices across the Team through online engagement, Spektrix webinars, hosted meetings and networking with colleagues at other venues
- Provide key data and statistics to the Head of Marketing for inclusion in reports as well as regularly producing and distributing independent reports as required, including fulfilling reporting obligations to external agencies, for example Arts Council England, Audience Finder and other key stakeholders
- Support the Executive Director as required by providing ad hoc reports and data and by keeping them apprised of relevant information directly or indirectly.

Person Specification

Essential

- Experience of managing CRM systems, data structures, segmentation and reporting
- Experience of delivering best practice user experiences for all audiences
- Strong communication and interpersonal skills with users at all levels
- Excellent analytical and problem-solving skills when looking at data
- Adaptability and the capacity to address problems with creative solutions
- Ability to handle conflicting priorities and manage time efficiently
- Commitment to Hackney Empire's Vision, Mission and Values

Desirable

- Experience of ticketing and fundraising database systems, ideally Spektrix
- Experience of email marketing software, ideally DotDigital

How to Apply

Send full CV and a covering letter (not more than two sides of A4) outlining how you believe you meet the person specification and the needs to of the role to recruitment@hackneyempire.co.uk quoting 'Data and Insights Coordinator' in the email title.

Please also return with your application a completed Equal Opportunities Monitoring form. This form is for our evaluation purposes and will not be used in our assessment of you application.

Deadline for application is **5pm on 7th December 2021**

Interviews will be held on **15th or 17th December 2021**

Hackney Empire is a registered charity limited by guarantee that leases the theatre building on a peppercorn rent from the freeholders, the Hackney Empire Preservation Trust. It is funded by Arts Council England and the London Borough of Hackney. In 2010 HEL established a wholly owned subsidiary, Hackney Empire Trading Ltd.

Hackney Empire is an equal opportunities employer and welcomes applications from all sections of the community. Any disabled applicants that meet the person specification will be given an interview.



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