

JOB TITLE: Database Manager	REPORTS TO: Senior Product Innovation Manager
FUNCTION: Database Management	DEPARTMENT: Commercial Services
JOB PURPOSE: To be responsible for the management and configuration of the Gallery's Membership and Ticketing CRM Database (Tessitura). You will manage critical business processes associated with the delivery of commercial products such as membership, exhibitions and other ticketed events, audio guides and paid for ancillary products. You will contribute to the Gallery's commercial and audience strategy through the roll-out of new systems, integrations, and upgrades.	

Key Accountabilities	Key Activities / Decision Areas
1. System Management & Product Configuration	<ul style="list-style-type: none"> • Day-to-day responsibility for ensuring smooth system performance, issue diagnosis, and problem resolution, troubleshooting to prevent issues arising. • With Database Assistant act as first points of contact for internal stakeholders, responding with resolutions to queries and issues proactively. • Maintain and audit systems regularly to ensure processes are accurate and efficient recommending and implementing improvements as required. • Recommend and deliver appropriate training to colleagues where applicable. • Produce and maintain detailed process documentation to support accuracy, for other users, business continuity and for training resources where necessary. • Manage staging and test environments within Tessitura alongside the Senior Commercial Systems Manager. • Work closely with the Senior Commercial Systems Manager and other stakeholders to manage system upgrades with responsibility for ensuring BAU processes are unaffected. • Working closely with the Ticketing Manager, be responsible for delivering and overseeing end-to-end build and configuration of products including memberships, ticketing models for exhibitions and free gallery admission, audio guides, maps, and events across both in-person points of sale and digital purchase pathways. • Deliver relevant and high performing product add-ons into digital purchase pathways in line with seasonal ecommerce plans. • Work to seasonal release schedules for all public and member events to ensure a complex matrix of release dates can be achieved. • Develop detailed knowledge of system functionality and understanding of the providers product roadmap for system features and improvements to help support and inform the Gallery's own future roadmap. • Oversee a timely and accurate process for weekly and monthly direct mail membership communications to fulfil acquisitions, renewals, and other mailings. • Oversee configuration and set up of NSCAN access control software.
2. Data and Reporting	<ul style="list-style-type: none"> • Produce accurate and timely data reports on Membership in collaboration with various stakeholders including Gallery Finance. • Build, maintain, and develop analytics dashboards while to provide access to data and reports for stakeholders. • Work closely with CRM team on data criteria sets providing data where required for ad hoc, planned, and triggered mailings. • Maintain data quality through a series of methods to ensure data activity is accurate and compliant with legislation for payment methods, Gift Aid, GDPR and any other data protection matters. • Represent Commercial Services team as a Data Champion. • Stay informed on data regulations and advise on any change requirements.
3. Financial	<ul style="list-style-type: none"> • Manage Gift Aid declarations for Membership and ticketing. • Oversee process for financial reconciliations, refunds, and exchanges. • Oversee the Database Assistant to ensure all Direct Debit bank reports are actioned and administered correctly. • Responsible for processing a monthly cycle of Direct Debit claims for membership subscriptions.
4. Team and stakeholder management	<ul style="list-style-type: none"> • Set annual objectives for the Database Assistant and manage their performance appraisal process ensuring their skills and knowledge are

	<p>sufficient to meet the needs of the role, recommending training where required to avoid performance issues.</p> <ul style="list-style-type: none"> • Manage and oversee day-to-day tasks of Database Assistant. • Member of the Tessitura Working Group and 'Super user' Group. • Administer quarterly Tessitura Steering Group meetings.
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Role Dimensions	
Financial (limits/mandates etc.)	Non-financial (customers/staff etc)
<p>Role contributes to the overall aims and objectives of Commercial Services, including Membership, ticketing, and commercial sales at the National Gallery.</p>	<p>This role will work closely with and support all direct and indirect system users within the National Gallery Global and the National Gallery, including and not limited to.</p> <ul style="list-style-type: none"> ▪ Commercial Services ▪ Finance ▪ Learning and National Programming ▪ Development ▪ Marketing and Data Insight ▪ FOH teams

Person Specification	
Competency / Performance Drivers	Technical / Professional Expertise
<ul style="list-style-type: none"> ▪ A high level of interpersonal skills, attention to detail, logical in approach to problem solving. ▪ Ability to performance manage others in team. ▪ Ability to prioritise tasks and meet deadlines. ▪ High level of communication skills with a hand-on approach. 	<ul style="list-style-type: none"> ▪ A high level of IT skills and knowledge including Excel. ▪ Extensive experience of Tessitura or similar CRM system. ▪ Proven ability to manage and lead a direct report. ▪ A strong understanding of GDPR. ▪ Ability to analyse data and implement action plans to increase revenue. ▪ Extensive knowledge of financial processes and reporting of Membership schemes with a particular focus on Gift Aid and Direct Debit.

The Promise Performance Behaviours (9)				
Passionate Patient	Engaging Approachable	Polite Adaptable	Positive Consistent	Professional