

THE PHOTOGRAPHERS' GALLERY

Job Description: CRM & Data Manager

Posted: August 2026

Post:	CRM & Data Manager
Reports to:	Head of Development
Contract:	Part-time, fixed term – 3 days per week (36-month contract)
Location:	Predominantly office-based in London, with flexible/remote working
Salary:	£32-£37,000, (pro-rata, 3-days per week), depending on experience
Pension:	6% gallery contribution, 2% employee contribution
Holiday:	25 days per annum, plus bank holidays, pro-rata

The Photographers' Gallery

The Photographers' Gallery explores how photography is connecting, captivating and radically changing our world today. The Gallery's programme and spaces – from exhibitions, talks, workshops and digital platforms to the café, shop and galleries – all explore the beauty, complexity and future of photography. On the borders of busy Oxford Street and vibrant Soho, the Gallery is home to photography experts, novices and the photo-curious; artists and students; tourists and passers-by. The Gallery welcomes over 250,000 visitors annually and is an Arts Council England National Portfolio Organisation (NPO).

Our values

- **Expose a fuller picture** – by revealing narratives that go beyond the frame.
- **Develop future creators** – by nurturing artists and new audiences, we actively seek under-represented voices in who we work with and welcome in our spaces.
- **Be one social space** – a place for sharing and collaboration, joining up everything we do both virtually and in Soho.

Digital Transformation

The Photographers' Gallery is undergoing a digital transformation. Over the past two years, the focus has been on improving our internal systems and processes – moving to Microsoft 365, launching a digital asset management system for our archive and improving our financial systems.

Now our external-facing digital platforms are the priority. We secured funding to develop our website and launch a new ticketing platform. Our next priority is replacing our legacy CRM,

which is approaching end-of-life and will no longer integrate effectively with the agile, modern systems we are implementing. Funding has been secured to implement a new, integrated CRM that supports:

- Website, ticketing and finance integrations
- Improved data capture and audience analysis
- Income generation, membership growth and fundraising efficiency
- Cross-departmental data use and collaboration
- Reduction of manual workflows and data silos

The new CRM will become the cornerstone of our audience development strategy, supporting interactions with donors, members and all visitors.

Purpose of this role

We're looking for a **CRM & Data Manager** to lead and support the implementation, rollout and long-term adoption of the Gallery's new CRM. This role will ensure the system is aligned with organisational needs, integrates effectively with other systems, and delivers meaningful data insights for the Gallery's programming, fundraising, enterprises and operations.

Main duties and responsibilities of the role

Working closely with the in-house teams and external agencies, this role will be essential to keep the CRM implementation project on schedule and budget; maintain open communications with all third-party suppliers and agencies to ensure a smooth data migration and transition between systems.

You will be the organisation's project and data champion, working with gallery teams — introducing better processes, improving data quality, and embedding a culture of confident, responsible and strategic use of data with the new CRM.

CRM Implementation & Systems Integration

- Support and deliver the end-to-end implementation of the new CRM system.
- Serve as the primary point of contact for the CRM supplier and any integration partners.
- Report regularly on project timelines and progress, pre-empting risks
- Translate organisational requirements into CRM configuration needs.
- Manage the data transfer for the new CRM and oversee data mapping, cleansing, migration, and system testing.
- Work with vendors to ensure effective integration with digital ecosystem
- Manage the CRM implementation roadmap, timeline and risks.

Data Management & Governance

- Develop and maintain a data governance framework
- Define and implement standards for data entry, segmentation, and reporting.

- Ensure GDPR and data protection best practice across departments.
- Reduce data silos by centralising workflows and improving cross departmental data sharing.

Insights, Reporting & Analysis

- Support building dashboards and empower departmental reporting for gallery teams.
- Support senior management with data-led insights to inform strategy and programming.
- Monitor CRM KPIs including visitor engagement and ticket sales

Staff Training & Adoption

- Design and deliver training schedules with partners to ensure organisation-wide CRM confidence.
- Support teams with onboarding, troubleshooting and changes to workflows.
- Ensure the CRM becomes fully embedded as a core operational tool across all departments.
- Consolidate resources and process guides.
- Identify opportunities for automation and workflow optimisation.

Person specification (to include but not limited to):

We're looking for someone with strong technical expertise, excellent communication skills and proven experience managing CRM and/or data projects. The ideal candidate will be both strategically minded and hands-on, and able to champion data use across the organisation.

- Significant experience implementing or managing CRM systems (ideally within cultural, nonprofit or visitor focused organisations).
- Strong technical knowledge and understanding of CRM architecture, integrations and data flows.
- Excellent data handling skills (segmentation, dashboards, reporting, analytics).
- Experience improving data governance and establishing organisation wide data standards.
- Ability to translate complex technical requirements for nontechnical colleagues.
- Strong project management skills, including working with external technical partners or agencies.
- Excellent communication and presentation skills.
- Commitment to best practice in data security.
- A collaborative, proactive and solutions focused approach.
- Strong ability to troubleshoot, problem-solve and prioritise workload
- Ability to multi-task, work as part of team and by yourself

Ideal Experience / Skills:

- In-depth experience of working on CRM projects with varied integrations and tech stacks
- Experience of producing and implementing database development plans.
- Strong understanding of legal aspects relating to data – data protection, Gift Aid, GDPR, PCI compliance.

- Experience of managing agencies and in-house teams across CRM implementation projects
- Strong organisational and analytical skills, with excellent attention to detail
- Able to clearly articulate project goals, KPIs and requirements
- Experience of carrying out duties in accordance with a range of policies/procedures: Equal Opportunities, Access, Health and Safety and Inclusion.

Personal attributes

- Commitment to equality, diversity, and inclusivity
- Commitment to own learning, professional development, and self-led learning
- Some flexibility regarding availability outside typical working hours
- An interest in The Photographers' Gallery and what we do

How to apply:

Deadline for applications: 11am on Friday 11 September 2026.

Interviews scheduled: week commencing 14 September 2026

To apply please download an application pack from [Link](#) and an Equal Opportunities form. Please note we cannot accept CV-only applications – you must complete the application pack to apply for this role.

Please send your completed application documents to vacancies@tpg.org.uk with '**Your Name: CRM & Data Manager**' as the subject.

The requirements listed here are guidelines, and you don't have to satisfy every requirement. We welcome candidates who bring transferable skills and experience.

The Photographers' Gallery strives to be an equal opportunities employer and welcomes applications from all sections of the community. Charity no. 262548.

Any materials provided by you as an applicant will be treated as your Intellectual Property. The Photographers' Gallery will only save such materials as part of recruitment and selection process.