

Hello,

Thank you for your interest in the **Development and CRM Assistant** role at the Bluecoat.

The Development team is looking to recruit an enthusiastic and organised individual with a strong eye for detail to support delivery of the Bluecoat's Fundraising and Audience strategies.

This is an exciting time to join the Development team and support the Bluecoat's charitable activities. The Bluecoat has recently received significant funding to make improvements to our customer relationship management system (CRM) and processes. There is a chance to make a significant contribution to the organisation in this role.

Bluecoat acknowledges its current workforce does not reflect the cultural and ethnic make-up of its audience and encourages applications from candidates from a diverse range of backgrounds who meet the required criteria.

This application pack will give more information about the position and about the Bluecoat. We look forward to hearing from you.

Best wishes,

Mary Cloake  
CEO,  
Bluecoat



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**ARTS COUNCIL  
ENGLAND**



**Bloomberg  
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Liverpool**

In this job pack you will find:

1. About the Development and CRM Assistant Role
2. About the Bluecoat
3. How to Apply
4. Job Description and Person Specification
5. Further Information

## 1. About the Job

### **Development and CRM Assistant**

**Salary:** £23,810

**Hours:** Full-time (37.5 hours), Monday to Friday. Ability to work flexible hours at weekends and in the evenings as unsociable hours may occasionally be required as part of this role. We would consider offering this role on a part-time basis to the right candidate.

**Contract:** Fixed - 17 months

**Line managed by:** Development Manager

The Development and CRM Assistant will work with the Development and Marketing teams to embed our new CRM (GoodCRM) into the Bluecoat's daily workflows and to assist with coordinating reporting across the organisation.

This will involve migrating data and supporting the development of new workflow templates to ensure organisational buy-in. The candidate will support the organisation's approach to GDPR, especially within the context of a new CRM system.

They will support Bluecoat's fundraising efforts by researching and drafting applications to potential funders alongside providing administration support. They will assist with the administration of Development's pool of funding prospects, ensuring Bluecoat's funder database is up to date, relevant and appropriate; and support with coordinating the reporting of funded projects.

This role is partially-funded by Bloomberg Philanthropies' Digital Accelerator Programme.

## **2. About the Bluecoat**

The Bluecoat is Liverpool's centre for the contemporary arts - a bustling cultural venue which sees 700,000 visits each year. Our City Centre positioning, the heritage of our building and our hospitality business help us to attract an audience to the Bluecoat which is diverse in age, gender, disability, ethnicity and socio-economic background.

The Bluecoat hosts a regular programme of exhibitions, live events, workshops and discussions covering a range of artforms including visual art, music, dance and literature. We run a participation programme which enables people who might otherwise face barriers to engagement to be involved in the contemporary arts.

### **History**

The oldest building in Liverpool city centre, the Bluecoat has a fascinating history. It started life as a church charity school for orphans 300 years ago. The school moved to Wavertree in 1906 and the building has been an arts centre, the first in the UK, ever since.

The Bluecoat's eighteenth-century origins are connected to the sea, when many merchants supported the school with funds derived from maritime trade, including transatlantic slavery. The arts centre continues to interrogate this and other colonial histories through exhibitions, performances and projects, working with artists and communities, as well as ongoing research.

### **Vision**

The organisation is entering an exciting period of change. We recently finalised a new ten year strategy that outlines our ambition to provide a space for the public to experience contemporary arts and visual culture, in new and exciting ways. As a worksite for artists we will experiment with new ways of bringing process and progress into the public domain, working with artists who find this an exciting prospect.

## **Brand Pillars**

### **Breaking New Ground**

The Bluecoat is Liverpool's contemporary arts centre - the first, the original. A place defined by 100 years of radical thought and creative reinvention. An independent arts centre that continues to nurture artistic talent and break new ground. Part of Liverpool's past, key to its future.

### **Inspire Curiosity**

The Bluecoat is a creative playground, a supportive space in which to unearth ideas and embrace something out of the ordinary. It is a place that sets out to inspire: here, you can make, debate, participate, in new and unexpected ways.

### **Unlocking Creative Process**

The Bluecoat brings people into the creative process, creating new opportunities for individuals and communities to interact with artists as they work. A place not just to look at but to engage with art.

### **Purposefully Inclusive**

The Bluecoat is an inclusive home for artists and creative practitioners. A place that sees potential in many voices under one roof. A platform for artists with different viewpoints and from backgrounds underrepresented in the sector. Here, artists can find their voice and share their work with a wider and more diverse public.

### 3. How to Apply

You can apply for this role using the **Application Form** and **Equal Opportunities Monitoring Form** only. We will not accept CVs.

**Either** 1) submit **both** these forms (in Word Document or PDF format) by email to [recruitment@thebluecoat.org.uk](mailto:recruitment@thebluecoat.org.uk) quoting 'Development and CRM Assistant' in the subject line.

**Or** 2) Send both completed forms by post:  
Recruitment, Bluecoat, School Lane, Liverpool L1 3BX

**Closing date for applications:** 12pm on Friday 5th September

**Interviews:** Interviews will take place w/c 15th & 22nd September 2025 and the role will begin early October if possible.

If you have any questions or would like to discuss the role please contact [recruitment@thebluecoat.org.uk](mailto:recruitment@thebluecoat.org.uk)

After shortlisting against Essential and Desirable criteria, shortlisted candidates will be invited for an interview. We will let you know who is on the panel and answer any other questions that you might have. During the interview our main aim will be to find out about you and your experience and what motivated you to apply for the role.

## 4. Job Description and Person Specification

### Job Title: Development and CRM Assistant

This is a fixed term contract. The Development and CRM Assistant will work with key teams to embed a customer relationship management system (CRM) across the organisation and also support Bluecoat's fundraising efforts by researching and drafting applications to potential funders alongside providing administration support.

#### Responsible to

Development Manager, Callan Waldron-Hall

#### Main purpose of job

The Development and CRM Assistant will work with the Development and Marketing teams to embed our new CRM (GoodCRM) into the Bluecoat's daily workflows and to assist with coordinating reporting across the organisation.

This will involve migrating data and supporting the development of new workflow templates to ensure organisational buy-in.

They will support the organisation's approach to GDPR, especially within the context of a new CRM system.

They will assist with the administration of Development's pool of funding prospects, ensuring Bluecoat's funder database is up to date, relevant and appropriate; and in coordinating the reporting of funded projects.

#### About the team

The Development team is responsible for acquiring both restricted and unrestricted funding for Bluecoat's core activities and fixed-term projects, through grant applications and individual giving, including onsite and online donations and memberships.

Development is also responsible for internal communications regarding monitoring, evaluating and reporting projects in-line with funder expectations and agreements.

#### About the project

The Bluecoat has recently received significant funding to make improvements to our customer relationship management system and processes. Bluecoat's Bloomberg Philanthropies Digital Accelerator Project will embed a new CRM enabling more efficient workflows - through automations and a consistent approach to data, in turn leading to a greater understanding of our audiences, as well as less resource-intensive reporting processes.

	<p>Scope of project:</p> <ul style="list-style-type: none"> <li>- Scope with GoodCRM and internal teams to review workflows and identify improvements</li> <li>- Launch GoodCRM internally: train staff, create guidelines</li> <li>- Purchase and install new hardware to support updated systems and workflows</li> <li>- Migrate and consolidate existing audience data from older systems</li> <li>- Integrate GoodCRM with key systems (Event Temple, Xero, Shopify, Mailchimp, Illuminate, ticketing)</li> <li>- Implement GoodCRM Donations/Membership; migrate from CAF (current system)</li> <li>- Develop decision making tools e.g data visualisations</li> </ul>
<b>Internal communication</b>	<p>Development Business Development Marketing Front of House Programme Participation Operations Finance Venue Staff</p>
<b>External communication</b>	<p>Trusts and Foundations; Statutory bodies including Arts Council England and Liverpool City Council; High Net Worth Individuals / Major Donors; Members; Bluecoat supporters; CRM Providers</p>
<b>Hours of work</b>	<p>37.5 hours (5 days)</p> <p>Unsociable hours may be required as part of this role.</p>
<b>Salary</b>	£23,810

<b>Contract type</b>	<p>Fixed term - 17 months [until February 2027]</p> <p>We would consider offering this role on a part-time basis to the right candidate</p>
<b>Holidays</b>	<p>33 days per annum (pro rata), inclusive of bank holidays. As Bluecoat is open all year round (with the exception of Christmas Day, Boxing Day and New Year's Eve) if Bank holidays fall on normal working days these will be expected to be worked, unless pre-booked as holiday. You will also be expected to book holidays from your annual allowance for the days that Bluecoat is closed.</p>
<b>Main Responsibilities</b>	
<p><b><u>Development</u></b></p> <ul style="list-style-type: none"> <li>• Support the Development Manager to develop and maintain a Master Reporting Sheet and work with relevant departments to coordinate and produce internal and external reports ahead of deadlines.</li> <li>• Support researching, drafting and submitting requests to Trusts and Foundations</li> <li>• Assist with any other tasks as may be necessary to ensure the smooth running of the Bluecoat's fundraising and development activities</li> </ul> <p><b><u>CRM</u></b></p> <ul style="list-style-type: none"> <li>• Assist the Development Manager in coordinating the implementation of a new CRM system across the organisation</li> <li>• Upload data accurately and consistently, using templates provided where appropriate</li> <li>• Assist in creating user guides, training materials, and process documentation for CRM users</li> </ul> <p><b><u>GDPR</u></b></p> <ul style="list-style-type: none"> <li>• Support upholding the organisation's approach to GDPR</li> <li>• Coordinate responses to any Freedom of Information requests</li> <li>• Support the Development Manager to implement changes to the new CRM as advised by the GDPR Consultant</li> </ul> <p><b><u>General</u></b></p> <ul style="list-style-type: none"> <li>• Support the delivery of Bluecoat's 2030 strategy</li> <li>• Carry out duties with full regard to the Bluecoat's equal opportunities policy</li> <li>• Participate in staff training and development activities as required</li> <li>• Uphold Bluecoat's values as an inclusive and collegiate organisation</li> <li>• Represent Bluecoat as required at meetings, public events etc</li> <li>• Engage in cross-departmental working</li> <li>• Follow all policies of Bluecoat including Health and safety procedures</li> </ul>	



## Person Specification – Please read this section before starting your application

All the criteria in this person specification are important, but those headed essential are the most important requirements. Please make sure you give examples of how you meet the essential criteria when writing your application.

Those marked desirable should be referred to if you have them.

Please tell us about any transferrable skills that you have which support you meeting the essential and desirable criteria for the role.

Your application will be scored on the criteria in the person specification and the more criteria you can demonstrate through examples will increase your score. This will determine whether you are invited to interview. If invited to interview stage your suitability for the job based on these competencies will be assessed further.

## Skills and Experience

### Essential

1. Inspiring and engaging written communication skills
2. Strong reading comprehension skills
3. Experience of maintaining and developing clear and efficient admin systems
4. Ability to manage time effectively and balance tasks with varying deadlines
5. Experience of proofreading and collating information
6. Interest in data visualisation and how best to present information; enjoys working with spreadsheets
7. Understanding of respect and inclusivity in the workplace
8. A broad interest in contemporary art and the charitable sector

### Desirable

1. Experience of fundraising in a voluntary or paid capacity
2. Experience of an administration role, particularly data input
3. Research experience in a fundraising capacity
4. A real passion for storytelling; ability to write compelling prose
5. Working knowledge of the charitable sector
6. Experience of using a CRM system
7. MS Office and Google Suite literate
8. Ability to work effectively and positively as a team member
9. Experience of working in an office environment and/or arts organisation.
10. Understanding of data protection issues

## Timeline

- **Applications submission deadline: 12pm Friday 5 September**
- **Candidate interviews W/C 15 & 22 September**
- **Role begins early October**
- **Role concludes February 2027**

## 5. Further information

For more information, visit our website [thebluecoat.org.uk](http://thebluecoat.org.uk) and our archive [thebluecoat.org.uk/library](http://thebluecoat.org.uk/library)

Have a look at our social platforms:

Facebook: [facebook.com/theBluecoat](https://facebook.com/theBluecoat)

Instagram: [@the\\_bluecoat](https://www.instagram.com/the_bluecoat)