

**National Dance Company Wales**  
**Project Manager: CRM & Website**

**About the Opportunity**

National Dance Company Wales (NDCWales) are embarking on a new journey to connect audiences to their work. This year it will implement a new Customer Relationship Management (CRM) and ticketing platform and upgrade its website to ensure integration with these services.

The project will deliver integration between website and CRM, with a key strategic objective to improve overall user experience, save staff time and enable effective audience insight and analysis.

We are proud that the project is funded through Bloomberg Philanthropies' Digital Accelerator Program, which supports arts organisations through strategic improvements to technology infrastructure.

- NDCWales is seeking a Project Manager to oversee the two strands of the project (CRM and website), starting in July 2025 and ending in February 2027.
- As the Project Manager, you will be a highly organised leader with experience in the development and implementation of CRM and website initiatives.
- You will have a clear understanding of customer data processing and have first-hand experience of using and managing CRM systems, preferably for an arts company with both a box office and engagement strands.
- You will be well versed in website mapping and be willing to do in-depth customer research to ensure the best outcomes for new systems.
- You will be committed to sustainability and accessibility in all strands of the project.

**Scope of Work**

- Managing vendor workflow management
- Managing in-house workflow for the project
- Maintaining vendor relationships
- Tracking and reporting on key KPIs and project milestones
- Maintaining clear project timelines
- Managing and responding to change

- Manage the restricted budget including pre-empting and reporting on any variance
- Overseeing implementation of new CRM including migration of historical data
- Leading on user research and reporting with experts
- Contracting and managing freelance experts as needed by the project
- Leading on creation, implementation and testing of new website
- Organising staff training for new CRM and website
- Working closely with the Marketing Manager
- Creating and circulating regular reports to key stakeholders
- Willing to travel to Cardiff for key meetings

### Timeline:

This timeline outlines the proposed outline of the project structure. Some of this work will be underway before the Project Manager starts.

- **June 2025:** CRM Procured
- **June 2025:** Web developers contracted
- **July 2025:** CRM set up begins
- **September 2025:** User research on current website to understand usage, needs and pain-points
- **September:** Data migration and cleaning begins
- **October 2025:** Internal CRM launch and employee training begins
- **October 2025:** In depth audience research begins (using data in CRM as starting point)
- **November 2025:** website & CRM Integration begins
- **February 2026:** website structure finished and review begins
- **March – May 2026:** Content creation, writing and translation
- **June 2026:** employee training, content review and internal testing
- **July-August 2026:** user testing before launch
- **November - December 2026:** launch website alongside 2027 season announcement
- **Jan – Feb 2027:** analytics tracking and reporting

### Tender Documents Required

- A CV (no more than one side of A4)
- A covering letter (no more than one side of A4)

The CV and cover letter should outline your skills and experience, as well as how you will realise and fulfil the scope of work to be undertaken. If applicable please include information in the covering letter on your understanding of, or connection to the arts sector in Wales.

- A case study (no more than one side of A4) outlining a recent relevant initiative that you have delivered of similar size and scale. You should outline the project's timeline, the scope of work, your approach to implementation and management, the systems and services, and lessons learned. We are not looking for financial details to be included in this case study.
- A document (no more than one side of A4) that outlines how you propose to allocate the budget in relation to your day rate, the timeline and deliverables – and how you propose to organise your working days in each phase based on the timeline above.

- If you would like to apply with audio, video or a form accessible to you, you are welcome to do so, simply send us the link.
- Tender enquiries and submissions to: [recruitment@ndcwales.co.uk](mailto:recruitment@ndcwales.co.uk)

#### **Key information:**

- We are a registered charity and limited company.
- We are a touring Contemporary dance company based in Cardiff Bay.
- The Dance House is a venue in its own right, as well as being a home for National Dance Company Wales. As such, both the Dance House and National Dance Company Wales websites and their Welsh translations are all in scope.
- We are proud to participate in Bloomberg Philanthropies' Digital Accelerator Program, which supports arts organisations through strategic improvements to technology infrastructure.
- This post is funded by the Bloomberg Philanthropies' Digital Accelerator Program
- The final scope of work and number of days are subject to funding to be awarded in July 2025
- The project will allow NDCWales to implement a new CRM solution, ticketing system, and integrate these services through ndcwales.co.uk as part of this programme of change and transformation.

#### **Location:**

This post can be undertaken remotely or at our Cardiff offices.

If working remotely you must be willing travel to Cardiff for key meetings – please note travel and/or accommodation cannot be covered by additional expenses outside of the fee outlined below.

#### **Length of engagement:**

This post runs from July 2025 – February 2027

#### **Fee**

The fee is

£25,000 in phase one (July 2025 – February 2026)

and

£16,600 in phase two (February 2026 – February 2027)

These phases are in relation to the pattern of the Bloomberg Philanthropies project.

Please include a breakdown in your Tender about how you propose to allocate the fee in relation to your day rate, timeline and deliverables.

#### **Scoring Assessment Criteria and Weighting**

Applications will be scored based on a) experience, skills and technical knowledge and b) value for money. Below outlines the criteria and for each criteria area, and the evidence we will use to assess.

Applicants will be assessed based on the following components.

Each area is scored on a scale of **1 to 3**, where:

- **1** = Poor evidence
- **2** = Good evidence
- **3** = Strong evidence

These raw scores are then **weighted according to their importance** (as shown in the table) and **converted into a percentage**. For example, a score of 3 in a component weighted at 20% contributes the full 20% to the final total. The final score is the sum of all weighted components, expressed as a percentage out of 100%.

Scores will be weighted and converted into a percentage to determine the overall score. A minimum overall score of **50%** is required to qualify.

Assessment Component	Assessed via	Weighting	Scoring Scale (1–3)	Notes
Experience, Skills & Knowledge: CV	CV	20%	1–3	Evidence of relevant experience, skills, and expertise.
Experience, Skills & Knowledge: Cover Letter	Cover Letter	20%	1–3	Insight into applicant's understanding of the role.
Experience, Skills & Knowledge: Case Study	Case Study	20%	1–3	Demonstrates ability to deliver similar work.
Value for Money	Cover Letter	40%	1–3	Justification of value, cost-effectiveness, and approach.
TOTAL	—	100%		Must score at least 50% to qualify.

### Tender Deadline

Closing Date: Monday 14 July 2025, 12pm noon

Panel Scoring: 15 July 2025

Notifications: by 18 July 2025

Interviews: 29 July 2025

## **Recruitment Pledge**

We will contact every candidate, whether they are shortlisted for interview or not.

Disabled candidates who demonstrate that they meet the person specification will be invited for an interview, and we are committed to meeting access requirements; just let us know what you need.

## **Equality**

NDCWales aims for dance to be part of everyone's life and presents its work in different formats and contexts across Wales and around the world.

We believe diversity should be fully embedded into our organisational culture and values, and we are continuing to expand the diversity of the company and its work.

To that end we are talking with and listening to people from a range of communities, to bring understanding and insight, and to identify changes we can make.

Details of the action we are taking can be found in our [Strategic Equality Plan](#).

## **Social Justice**

Social justice, equality and fairness are at the core of everything NDCWales does.

We are committed to ensuring that everyone in Wales has equal opportunity to access dance. NDCWales will seek to ensure that no one receives less favourable treatment because of having a protected characteristic. We particularly encourage applications from people who are underrepresented in the arts sector, and from those who experience discrimination due to race, gender identity, sexual orientation, marital status, race, religion, nationality, ethnic origin, disability or age.