

## **Freelance Brief: CRM Database Development & Integration Support Future Arts Centres**

[Future Arts Centres](#) is a national network of innovative arts organisations rooted in their local communities. We exist to support and champion the work of our members across the UK, enabling shared learning, advocacy, and collaboration.

Our current membership stands at around 170 organisations.

### **The Opportunity**

We are seeking a freelancer to help us establish a fit-for-purpose, cost-effective digital system to manage our interactions with members. This will likely involve selecting and customising an off-the-shelf CRM (Customer Relationship Management) platform and integrating it with key tools such as SurveyMonkey.

### **Project Scope**

The appointed freelancer will work closely with our core team to:

- Recommend an appropriate CRM solution based on our needs (e.g. HubSpot, Airtable, Monday.com, Capsule, etc.) including full costings
- Set up the CRM to include:
  - Member contact records
  - Organisational data (e.g. financial, staffing, audiences for multiple years)
  - Meeting attendance tracking
  - Survey participation data
  - Document uploads (including images)
- Support with upload of existing data
- Design and implement automated integration (e.g. via Zapier or native APIs) with data collection tools (e.g. SurveyMonkey, WordPress, Forumbee)
- Provide basic training or documentation for staff to ensure ongoing usability
- Ensure the system is GDPR-compliant and manageable for a small team

### **Deliverables**

- CRM tool identified and recommended
- CRM structure created, populated and tested
- Agreed data integration working and documented
- A short user guide or onboarding session for team members

## **Timeline**

We anticipate the work taking place over **July–September 2025**, with flexibility around the start date. Estimated time commitment: **6–10 days** over 8-10 weeks.

## **Fee**

Your fee proposal needs to include all consultancy, setup, testing, and light training.

## **Experience**

We are looking for someone with:

- Experience setting up CRMs for small organisations or networks
- Strong knowledge of integration tools such as Zapier
- A user-centred approach and clear communication style
- Understanding of membership organisations

## **To Apply**

Please send a short expression of interest to [christine@futureartscentres.org.uk](mailto:christine@futureartscentres.org.uk) outlining:

- Relevant experience
- Suggested approach
- Daily rate and availability, including total fee
- Links to any similar work (optional)

Deadline for expressions of interest: **Friday 11<sup>th</sup> July 2025**