

Position Title: *Customer Insights and Analytics Manager (Full Time)*
Department: *Sales and Customer Experience Team*
Reports to: *Head of Sales and Customer Experience*
Direct Reports: *No*
Touring: *No*
Date: *November 2021*

Summary

The Customer Insights and Analytics Manager is responsible for driving customer focused decisions across key business groups by embedding data-driven actionable insights which deliver commercial value. This position will hold primary responsibility for the Tessitura database structure, maintenance and custom reporting (including third-party services: Wordfly, Windcabe, TNEW, Dashboard) his customer obsessed position will put the customer at the centre of all business decisions by using first party data to deliver holistic, actionable and data-driven insights that grow our audience and build customer loyalty.

Our Company

The Australian Ballet is one of the world's leading national ballet companies and a globally recognised Australian major performing arts organisation. Each year the company presents upwards of 220 performances through its main stage seasons in Melbourne, Sydney, Brisbane, Adelaide and Perth; along with public programs, special events, an extensive regional tour, a Children's Ballet and Education programs and regular overseas tours.

Orchestra Victoria (OV), provides pit services for ballet and opera in Victoria, and is a wholly owned subsidiary of The Australian Ballet. The Australian Ballet and Orchestra Victoria have an annual turnover of more than \$70 million and employ over 265 staff.

Our Values

We are exceptional In our art we strive to inspire, transform and to connect emotionally with our audiences. Beauty, athleticism, technical excellence and strength are hallmarks of our aesthetic.

We are ambitious We know where we are going. We believe in our ability to make things happen and to reach for the stars. We're disciplined and don't give up. We do things today.

We are innovators Creativity powers our company. We value knowledge, experience, open-mindedness, fresh thinking and passion on and off the stage.

We are proudly Australian Our company joyfully reflects the rich diversity of our nation, speaking to all Australians, and about Australia, to the world.

We are one team We work as one team towards common goals across the entire organisation, wherever we are and whatever we do. We are friendly, trusting in our relationships, always open to the other point of view, and willing to have courageous conversations.

We are sustainable We recognise the importance of diverse and growing income streams, and our dependence on state-of-the-art facilities and systems. We emphasise analysis, critical thinking, and careful planning in all our work.

Duties and Responsibilities

Reports and Analysis

- Accurate and timely sales and customer data reporting that provide detailed analysis and actionable insights about the customer across all mainstage and supporting events.
- Generating advance data mining and meaningful sales reports based on business needs including campaign performance, buyer churn, audience profile, target market trends etc.
- Develop templates of dashboards, reports and SQL queries that enable users to self-generate reports required regularly
- Develop a culture that uses data to continuously identify ways to customer retention and engagement, as well as growing new audiences.
- Proactively search for trends and customer insights to assist the Marketing and Digital teams to create personalised communications and media plans.

Systems Management

- Serve as Tessitura system expert at the Australian Ballet (TAB).
- Maintenance of internal database protocols and all Tessitura products and services (Analytics, Windcave, Wordfly, Donate2, TNEW).
- In partnership with IT and other TAB business owners, lead on small and large Tessitura system upgrades ensuring smooth business operations.
- Coordinate Tessitura integrations (with third party supplies), new applications, back ups and ongoing security.
- Work closely with Database Administrator to document existing customisations and company specific Tessitura practices.
- In collaboration with the IT Manager, ensure all PCI, audit and business security protocols are met in relation to the CRM system.
- Create, modify and understand stored procedures using SQL Server Management Studio (SSMS).
- Assist other team members during the subscriber rollover period prior to the season launch.

Database Management

- Create and implement data hygiene policies to maintain TAB's data integrity.
- Ensure all audience data is tagged and segmented in an accurate and timely fashion.
- Oversee data capture and audience behaviour to identify opportunities for revenue maximisation.
- Support Tessitura users with complex targeted segmented lists for emails, calls, and mailings for different internal departments and track/analyse responses.

Other duties

- Keep abreast of Tessitura and industry current practice and developments.
- Document The Australian Ballet specific Tessitura processes and policies.
- Provide coaching and Tessitura training to internal staff.

Qualifications and experience

Essential

- Advance knowledge of SQL programming and concepts
- Extensive experience in managing and manipulating CRM database information.
- HTML and web API knowledge and experience in Tessitura/web integration
- SSRS report writing skills.
- Understanding of SSIS, BIDS, Visual Studio,
- Strong Microsoft Excel skills, including pivot table creation and manipulation.
- Demonstrated analytical skills and trend analysis especially in a B2C setting.
- Advanced Tessitura knowledge

Attributes

To be successful in this role the Customer Insights and Analytics Manager should demonstrate the following skills, knowledge and personal qualities:

- Obsessed with knowing and understand the customer
- Proactive approach to identifying customer insights and sharing learnings with the broader team
- Ability to communicate complex concepts and processes.
- High level analytical and problem-solving skills, including the ability to identify implications of decisions
- Sound planning and organisational skills
- Ability to prioritise and manage multiple demands at any one time
- Enquiring mind, attention to detail, perseverance.
- Ability to work independently and as part of a team in a fast-paced environment