

Position Title: *Tessitura Database Administrator*
Department: *Customer Experience and Ticketing Team*
Reports to: *Ticketing Operations Manager*
Direct Reports: *No*
Touring: *No*
Date: *December 2020*

Summary

This is an exciting opportunity for someone who appreciates the power of data to help transform one of Australia's leading performing arts organisations. The Database Coordinator is responsible for developing and maintaining The Australian Ballet's CRM system and supporting users across the organization to generate reports that will inform company decisions. You can expect to work with members of our finance, customer experience, audience engagement, ticketing, philanthropy and marketing teams in growing our audience and building customer loyalty.

The Australian Ballet uses Tessitura arts management software across the organization to manage relationships with our audience, donors, media partners and more. As such, it is central to the management and development of the company. Previous experience with CRM databases in a marketing environment is essential for this role and advanced knowledge of Tessitura would be an advantage.

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

Systems Management

- Maintain and enhance a centralised database that will service the business requirements of diverse internal users
- Facilitate the integration of Tessitura with The Australian Ballet's digital platforms including the website and social media
- Build strong relationships with internal users in order to understand their needs and support them in effective use of the data contained in the CRM system
- With the Tessitura Project team, maintain and refine shared business rules to ensure consistency of use across the organisation and to maintain data quality
- Coordinate Tessitura upgrades, including compatibility of all custom reports, procedures and digital interfaces
- Work with relevant external suppliers to provide operational support of existing systems and to implement new systems as required
- Develop and maintain formal monitoring of internal users' needs

Database Management

- Operate the CRM system, including management of system tables, ensuring database integrity in order to maximise the system's value to the organisation
- Be a "power user" of the CRM platform including training and supporting internal users of the CRM platform as required
- Assist in the delivery of data, list extractions, and reports for use by business areas within The Australian Ballet
- Coordinate data collection from venue box offices and third-party sellers as required and import it into the CRM system
- In collaboration with the IT Manager, ensure all PCI, audit and business security protocols are met in relation to the CRM system
- Provide systems analysis and solutions for application and database development
- Investigate and integrate data hygiene programs and tools
- Coordinate Tessitura upgrades, including compatibility of all custom reports, procedures and digital interfaces

Reports and Analysis

- Support users in developing new reports; refine of existing reports or custom processes
- Develop templates of reports and SQL queries that enable users to self-generate reports required regularly
- Provide advanced reporting, segmentation and data mining

Other duties

- Keep abreast of industry developments.
- Research, recommend and help implement new procedures, methods and technologies as they become available
- Undertake other duties as reasonably requested

Qualifications and experience

Essential

- Transact SQL knowledge
- Extensive experience in operating CRM and database software programs
- **Desirable** advanced Tessitura knowledge
- HTML and web API knowledge and experience in Tessitura/web integration
- SSRS report writing skills
- Understanding of SSIS, BIDS, C# and interceptors

Attributes

To be successful in this role the Database Coordinator should demonstrate the following skills, knowledge and personal qualities:

- High level understanding of industry standards and process methodologies
- Sound knowledge of arts organisations and the arts environment
- High level analytical skills, including the ability to identify implications of decisions
- Sound planning and organisational skills
- Lateral thinking and problem-solving skills
- Ability to communicate complex processes and concepts
- Attention to detail
- Ability to work independently and as part of a team in demanding environment

Key Performance Indicators

- Clean, accurate database from which reports and lists can be extracted and which is capable of being segmented for the business requirements of internal clients
- Timely import of transactional data from third party vendors. Accurate and timely data extractions, analysis and issue resolution
- Timely communication of unresolved training, systems or database compliance issues that require resolution at a senior level