

BELVOIR



Database / CRM Manager Information Pack

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Overview

Job Profile:	The CRM Manager is responsible for managing, maintaining and optimising Belvoir's Customer Relationship Management database, Tessitura. This new position has been created to maximise the value of Tessitura and its integrated applications, and work closely with departments across the organisation to ensure strategic aims are met.
Hours of work	40 hours per week, from 9.30am to 6pm. From time to time the spread of hours may vary to suit the nature of the work undertaken, including attendance at Belvoir major events. The position is salaried and as such no overtime is payable.
Package:	10% employer contribution to superannuation 20 days annual leave per annum 10 days personal leave per annum Contract until 31 December 2017
Reporting to:	Head of Marketing and Customer Service
Reports:	NA
Salary:	To be negotiated based on level of experience and skills.
Application:	Please submit a CV and cover letter (no more than 2 pages) that addresses the selection criteria to reception@belvoir.com.au by 9am Monday 10 April 2017 .



Luke Mullins and Paula Arundell. Photo: Heidrun Lohr

Job Description

1. Manage all Tessitura products and services including RAMP, TNEW, T-Stats and Dashboards, as well as all integrated third-party systems (DPS Payment Express and Mail2) and any future integrated applications as required alongside the System Administrator.
2. Develop strategies to capitalise on Tessitura's capabilities with various Belvoir departments.
3. Conduct data analysis through Tessitura Business Intelligence suite to proactively inform Belvoir's marketing, development, education and other business strategies, and to measure and report on the effectiveness of any implemented strategies.
4. Generate user documentation and conduct training for all new Tessitura users across the company.
5. Develop and distribute reports for the Development, Marketing, Finance, and Education departments as well as other departments as required.
6. Ensure best practice web integration with Tessitura and ongoing development of TNEW.
7. Create customer lists and manage the integration of Mail2, associated data segmentation for electronic campaigns and setup of automated communications.
8. Create and implement policies to ensure data integrity and security, and best-practice upgrades and advancements.
9. Actively research and implement additional functionality to continually improve Belvoir's use of Tessitura.
10. Represent Belvoir in the broader Tessitura community and maintain relationships across the Tessitura network.
11. Undertake any other duties commensurate with the role as reasonably required.

Selection Criteria

Aptitudes/Abilities/Skills

- Excellent working knowledge of Tessitura.
- Excellent database management skills and a commitment to optimal data integrity.
- Excellent SQL skills, preferably with certification.
- Experience in implementing CRM strategies including segmentation and customer lifecycle management.
- An understanding of strategic business objectives and an ability to extract useful insights from Tessitura that contribute to operational aims.
- Familiarity with Box Office data and procedures.
- An ability to work autonomously and collaboratively.
- An excellent attention to detail, with strong organisational skills.
- An interest and appreciation for the performing arts.
- An understanding of privacy policy and best practice in data management
- Skilled at multi-tasking and remaining calm under pressure
- Maintains great interpersonal relationships and is collaborative
- Excellent communication skills and attention to detail.

Experience

- Experience working with Tessitura.
- Experience working with arts organisations
- Experience in the use of Tessitura related products
- Experience with software and database upgrade protocols and procedures.
- Experience in working with a wide range of stakeholders
- Experience in managing multiple deadlines and projects
- Experience in working in a high-profile, busy and dynamic environment
- Experience maintaining privacy policies.

Knowledge

- Knowledge of marketing and customer service trends
- Knowledge of website and digital optimisation
- Knowledge of audience profiling and segmentation
- Demonstrated interest in and knowledge of the performing arts industry
- Demonstrated interest in and sensitivity to actors, artists and the creative process.

Company Information

When the Nimrod Theatre building in Belvoir Street, Surry Hills, was threatened with redevelopment in 1984, more than 600 people – ardent theatre lovers together with arts, entertainment and media professionals – formed a syndicate to buy the building and save this unique performance space in inner-city Sydney.

Belvoir engages Australia's most prominent and promising playwrights, directors, actors and designers to realise an annual season of work that is dynamic, challenging and visionary. As well as performing at home, Belvoir regularly takes to the road, touring both nationally and internationally.

Both the Upstairs and Downstairs stages at Belvoir St Theatre have nurtured the talents of many renowned Australian artists: actors including Geoffrey Rush, Cate Blanchett, Jacqui McKenzie, Toby Schmitz, Robyn Nevin, Deb Mailman and Richard Roxburgh; writers such as Tommy Murphy, Rita Kalnejais, Lally Katz, Matthew Whittet and Kate Mulvany; directors including Eamon Flack, Anne-Louise Sarkis, Simon Stone, Benedict Andrews, Wesley Enoch, Rachael Maza and former Belvoir Artistic Director Neil Armfield.



Miranda Tapsell. Photo: Brett Boardman

Belvoir's position as one of Australia's most innovative and acclaimed theatre companies has been determined by such landmark productions as *The Glass Menagerie*, *Angels in America*, *The Wild Duck*, *The Diary of a Madman*, *The Blind Giant is Dancing*, *The Book of Everything*, *Cloudstreet*, *Keating!*, *Parramatta Girls*, *Exit the King*, *The Alchemist*, *Hamlet*, *Waiting for Godot*, *The Sapphires*, *Who's Afraid of Virginia Woolf?*, *Stuff Happens* and *Medea*.



Xavier Samuel and Andrea Demetriades. Photo: Brett Boardman.

Belvoir's 2017 Season, is the second under the Artistic Directorship of Eamon Flack, best known for his sold-out production of *The Glass Menagerie* in 2014 and for his 2013 Helpmann Award-winning production of *Angels in America*, Eamon Flack is widely regarded as one of Australia's leading theatre directors.