

## Position Description

**JOB TITLE** Database & Insights Manager  
**REPORTS TO** Director of Market Development

### THE ORGANISATION

Led by its charismatic Artistic Director, Richard Tognetti AO, the Australian Chamber Orchestra is Australia's most dynamic performing arts organisation. Renowned world-wide for its courageous programming and unrivalled virtuosity, the ACO collaborates with an extraordinary range of artists and continually pushes the limits of performance into new and exciting realms.

Despite the challenges of the past year, in 2021 the ACO expanded their offering to present a national live concert season alongside their inaugural digital season – ACO StudioCasts. With their highly anticipated move to the Walsh Bay Arts Precinct at the beginning of 2022, this is an exciting time for the Orchestra. The Database & Insights Manager will join a high performing, passionate and ambitious team in helping shape the future of one of Australia's most respected and internationally acclaimed cultural icons.

### ABOUT THE POSITION

The Database & Insights Manager is responsible for the growth and governance of the ACO customer database and using customer data and insights to support decision-making across the business. They will provide accurate and in-depth reporting and analysis across ticket sales, donations, pricing, customer data and budget forecasting. Working closely with the Marketing and Philanthropy teams, this newly created role will use data storytelling to improve the quality and effectiveness of campaigns, increase customer loyalty and generate revenue.

### DUTIES AND RESPONSIBILITIES

#### General

- Manage the structure, quality, growth and governance of the ACO customer database, Tessitura.
- Develop and implement data hygiene practices.
- Use SQL and SSRS to build a range of reports that support business needs and empower the Marketing, Philanthropy and Partnership teams.
- Lead data and research projects initiated by the ACO and their partners such as venue sales data migration and Tessitura Consortium data management.
- Be a Tessitura super user and provide support on website development projects and Tessitura upgrades and development work.
- Other duties as reasonably required.

#### Campaign

- Use Tessitura data and audience segmentation tools - MHM Culture Segments and Mosaic - to analyse customer behaviour and inform Marketing and Philanthropy campaigns.
- Work with the Head of Marketing to compile post show reporting for ACO national tours and ACO StudioCasts marketing campaigns.
- Work with the Head of Marketing to develop and implement a CRM strategy, with active escalation from prospecting through to single ticket buyers, subscribers and donor patrons.
- Manage segmentation and list generation for ACO email and direct mail.

### **Sales & Forecasting**

- Support the Director of Market Development with budgets and forecasts by providing timely and accurate sales data and analysis.
- Work with the Head of Marketing and Customer Experience & Ticketing Manager on developing dynamic pricing and yield maximisation strategies
- Support the Development team to ensure partnership proposals are filled with meaningful and accurate data.

### **KEY RELATIONSHIPS**

- Marketing Team
- The Database & Insights Manager will work across all areas of administration including Artistic, Operations, Partnerships, Philanthropy and Learning & Engagement
- Tessitura and the UCSS Consortium
- National Venue Partners
- Other Corporate and Research Partners

### **TERMS**

This position is a full-time, fixed-term (2 years) position based in the ACO's office in Sydney.

### **WHAT WE'RE LOOKING FOR**

- In-depth experience with Tessitura or similar ticketing and CRM database
- SQL and excel skills
- Experience with data modelling
- Excellent communication and data interpretation skills and an understanding of how data can be used to inform Marketing strategies and campaigns
- Curiosity, initiative and a desire to find new and better ways of doing things
- The ability to drive projects forward across internal and external stakeholders
- A positive attitude and ability to work in a fast-paced team environment
- The ability to simplify complex data and statistics for others
- Accuracy and attention to detail essential