



Position: Database & Patron Loyalty Manager

Department: Marketing

Reports to: VP and Chief Revenue Officer

Status: Full-time, Exempt

JOB DESCRIPTION

The VSO is looking for a creative and data driven individual to serve as its Database & Patron Loyalty Manager. Bring your passion for music and education and have the opportunity to make an impact in our community while growing your career as a part of an exciting and dynamic team and organization.

The model candidate is a highly motivated team player, must be committed to maintaining a superior level of customer service at all times and must be detail-oriented, customer-focused and results-driven. This individual will work closely with the VSO's Development and Marketing Departments alike to ensure seamless reporting and data analysis to further the mission and vision of the the organization.

Principal Responsibilities:

- Design and segment lead strategies for retaining and upgrading subscribers and donors in partnership with Marketing Manager and Development Team.

Contributed Revenue:

- Distribute analysis-based information and statistics out of Tessitura database; create and implement best policies and practices for data hygiene and maintenance, create and update appropriate instructional documentation, assist in training new staff and attend consortium meetings.
- Maintenance and recording of donor information in Tessitura (donor tracking software system) including donor gifts and pledges and credit card billings. Tessitura tracks Gifts, Pledges and Pledge Receivable balances and is the Pledge Receivable and Revenue subsidiary ledger for the Finance records. This position works with the CFO and Finance department to ensure the integrity of the financial information reconciles with the accounting records on a monthly basis, and resolves any issues that may occur.
- Fulfill data, analysis and reporting requests, as well as regular progress reports and extractions of data from the database for analytical purposes
- Works on research activities to identify, report and track donor prospects for solicitation and tele-funding campaigns. Tracks, analyzes and reports on results.
- Perform data entry and analysis of donor information for identification, cultivation, solicitation, and stewardship of donors.
- Acknowledge all donations and pledges, process and mail pledge reminders and provide other donor communications as required. Devise systems to provide such information when necessary.
- Creates monthly spreadsheet of donor gifts received on cash basis.
- Provide donor history and records to development, executive staff and Board as requested.

Earned Revenue:

- Build season ticketed and revenue driven events in database

- In partnership with the Director of Development and the VP and Chief Revenue Officer, design and implement patron retention strategies to engage and maintain highest level of patron loyalty for the organization.
- Oversee the marketing staffs' usage and effectiveness of business intelligence tools, including T-Stats and Dashboards, and use these tools to compile required data analysis
- Manage cycles for data projects to ensure proper planning, executing and monitoring and controlling processes are in place for projects such as mailings and other direct mail campaigns
- Responsible for managing subscription and single ticket sales reports
- Monitor and ensure reporting tracking mechanisms in Tessitura and business intelligence tools are set up correctly
- Responsible for effective working relationships with vendors (renewals, acquisition, subscription packages) to ensure accurate data, reports and objectives met
- Any other assignments that help drive the VSO forward-thinking vision, achieve our mission, and abide by our organization's values
- Retention focused communications via, email, electronic media, social media and other outlets

Requirements:

- Demonstrated experience and proficiency in managing data systems, Tessitura experience preferred but ability to learn is essential
- Strong organizational and analytical skills with the ability to initiate and complete multiple projects and assignments simultaneously with minimal guidance and on time
- Ability to create, research, gather, analyze and summarize information including numerical and financial data
- Ability to work as part of a team and independently
- Attention to detail, accuracy in recordkeeping and timely input of data
- Able to work nights and weekend for concerts and events and provide transportation
- Proficiency in or ability to learn and use Tessitura database to generate lists, create/run reports and update records
- Commitment to maintaining the confidentiality and security of data information
- Proficiency in the Microsoft Office suite with an emphasis in merging data between software including Excel and Word
- Education Requirement: Bachelors Degree preferred

Salary: \$42,000 annually plus excellent health insurance and leave package.

To apply: Interested candidates should submit their resume and cover letter via email to Monica Meyer, VP and CRO at mmeyer@virginiasymphony.org - Please use the subject line: Database Manager + your name. This position is open until filled.

VSO Statement on Attracting Candidates from All Backgrounds:

Equity, Diversity, and Inclusion are music to our ears! The Virginia Symphony Orchestra is an Equal Opportunity Employer committed to increasing diversity among our applicant pool, our musicians, our staff, our board of directors, and in our program offerings. We strongly encourage people from all backgrounds, especially Black, Indigenous, and all People of Color, as well as people with non-traditional experience and educational backgrounds, to apply for this position.