



Position: Revenue Operations Manager

Department: Development/Marketing

Reports to: Vice President of Development and Director of Marketing

Status: Full-time, Exempt

JOB DESCRIPTION

The VSO is looking for a creative and data driven individual to serve as its Revenue Operations Manager. We invite all mission-oriented candidates with a passion for the performing arts to apply.

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

Principal Responsibilities:

- ☐ Maintain and improve VSO data management systems and processes to drive increases in earned and contributed revenue.
- ☐ Design strategies for retaining and upgrading subscribers and donors in partnership with Marketing and Development Teams.
- ☐ Ensure data integrity across Development and Marketing tracking systems.

Contributed Revenue:

- ☐ Distribute analysis-based information and statistics out of Tessitura database (donor and patron software system); 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.
- ☐ Maintain and record donor information in Tessitura (including gifts, pledges, and credit card billings. Track gifts, pledges, and pledge receivable balances. Work with the Finance department to ensure revenue information reconciles with accounting records on a monthly basis, and resolve any issues that may occur.
- ☐ Fulfill ad hoc data, analysis, and reporting requests, and provide regular progress reports and extractions of data from the database for analytical purposes
- ☐ Conduct research to identify, report, and track donor prospects for solicitation and tele-funding campaigns. Track, analyze, and report 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.
- ☐ Create a monthly spreadsheet of donor gifts received on a cash basis.
- ☐ Create and maintain tracking spreadsheets with donor data using Excel.
- ☐ Provide donor history and records to development and executive staff and Board as requested.

Earned Revenue:

- ☐ Build season ticketed and revenue driven events in the database.

- ☐ In partnership with the VP of Development and Director of Marketing, design and implement patron retention strategies to engage and maintain the highest level of patron loyalty for the organization.
- ☐ Oversee the marketing staff's 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.
- ☐ Manage subscription and single ticket sales reports.
- ☐ Monitor and ensure reporting tracking mechanisms in Tessitura and business intelligence tools are set up correctly.
- ☐ Maintain effective working relationships with vendors (renewals, acquisition, subscription packages) to ensure accurate data, reports and objectives met.
- ☐ Execute other assignments that help drive the VSO forward-thinking vision, achieve our mission, and abide by our organization's values.
- ☐ Manage retention-focused communications via, email, electronic media, social media and other outlets.
- ☐ Occasionally fill in to assist box office in processing orders.

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 some nights and weekends 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: Bachelor's Degree preferred; some training in data systems a plus.

Salary: \$35,000 annually plus excellent health insurance and leave package.

This is a traditional in-office position.

To apply: Interested candidates should submit their resume and cover letter via email to Shannon Kelly, Vice President of Development at skelly@virginiasymphony.org - Please use the subject line: Revenue Operations 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.