



JOB DESCRIPTION

February 2021

Position: Database Manager

Department: Marketing

Reports to: Director of Marketing and Communications

Direct Reports: 0

Status: Full-time, Non-Exempt

The VSO is looking for a creative and data driven individual to serve as its Database 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 driven results to further the mission and vision of the the organization.

Principal Responsibilities:

Contributed Revenue:

- Coordinate and provide information out of Tessitura database; implement best practices for data hygiene and maintenance, create and update appropriate instructional documentation, assist in training new staff and attend consortium meetings.
- Maintain/record donor information in Tessitura (donor tracking software system) as this software acts as the Pledge Receivable and donation subsidiary ledger for the Accounting records. The database manager works with the CFO to ensure the subsidiary ledger reconciles with the accounting records on a monthly basis and resolves any issues that may occur.
- Review and record all gifts and pledges, employer matching contributions and credit-card billing
- 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.
- Fulfill data, analysis and reporting requests, as well as regular progress reports and extractions of data from the database for analytical purposes
- Perform data entry of donor information for identification, cultivation, solicitation, and stewardship of donors.
- Assist in prospect research activities by providing data pulls and reports.
- Provide support for the tele-funding campaign by generating lists and providing reports for analysis.
- Coordinate mailings to ensure accurate printing and stuffing of envelopes with the help of volunteers
- In addition to recording gifts on an accrual basis, record and project receipt of gifts on a cash basis to assist CFO with projection of cash flow needs
- Provide donor history and records to development, executive staff and Board as requested.

Earned Revenue:

- Build season ticketed and revenue driven events in database and work with 3rd party venues to ensure customer-friendly sales paths between tickets system(s) database and website
- Oversee daily operations of the VSO patron services operations including ticket order processing, ticket mailings and daily customer facing tasks
- Ensure marketing efforts are properly tracked in Tessitura for effective reporting and uphold overall data integrity

- 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
- Responsible for effective working relationships with suppliers on projects to ensure accurate data, reports and objectives met
- Manage cycles for data projects to ensure proper planning, executing and monitoring and controlling processes are in place for projects such as Renewal & Acquisition mailings and subscription ticket packages
- Responsible for managing subscription and single ticket sales reports (updating, accuracy, troubleshooting)
- Provide correct data by deadline for projects (mail, email, voicemail broadcasts)
- Monitor and ensure reporting tracking mechanisms in Tessitura and business intelligence tools are set up correctly
- Compile and update required data analysis and organize the analysis for easy reference
- Identify and prioritize Tessitura related projects and act as project lead and/or be a team member to complete project
- Responsible for effective working relationships with suppliers (renewals, acquisition, subscription packages)
- Manage cycles for data projects (renewals, acquisition, subscription packages)
- Any other assignments that help drive the VSO forward-thinking vision, achieve our mission, and abide by our organization's values

Requirements:

- Attention to detail, accuracy in recordkeeping and timely input of data
- 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 gather, analyze and summarize information including numerical and financial data
- Ability to work as part of a team and independently
- 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

Salary: \$32,000 annually plus excellent health insurance and leave package.

To apply: Interested candidates should submit their resume and cover letter via email to Kristen Bennington, Director of Marketing and Communications. 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.