

The VSO seeks a strategic thinker and passionate arts marketer for a new position in the organization: **Director of Business Intelligence and Customer Journey**. This role supports the work of the marketing and sales department through the management of our CRM system (RAMP-hosted Tessitura) in relation to ticketing and audience data, marketing and sales related data reporting and analyses, software integration such as Prospect 2, and other department functions as needed. Prior experience with programs like SQL is preferred, ticketing and database knowledge is an asset. Moreover, a willingness to quickly and efficiently learn how to use Tessitura is of critical importance.

A key member of the marketing and sales team, a major focus of the position is new audience development and customer experience through data-driven tactics and channels. This position is responsible for sales reporting, data management and analysis, and positive customer experience across every touchpoint (both on and offline), by continuing the modernizing and digitisation of ticket and sales services. This position will devise, develop, support, and implement projects to expand the VSO's reach, enhance the customer experience, and improve profitability and efficiency through data and digital technologies.

This position will report directly to the VP, Marketing and Sales, will oversee the Box Office and Customer Service teams, and will work collaboratively in tandem with other key team members within the Marketing and Sales, IT, and Development departments. The successful candidate will have technological prowess and critical thinking skills. The successful candidate will be who the VSO turns to when they need to make evidence-based decisions relating to the audiences in the concert hall and the revenue they deliver.

### **General Responsibilities**

- To support the VP, Marketing and Sales on key departmental short and long-term strategic planning issues and make data-driven recommendations on important decisions by
  - Designing and developing marketing and sales data analysis and reporting solutions
  - Reviewing and analyzing data from multiple internal and external sources (Google Analytics, Digital Advertising, 1<sup>st</sup> party data from Tessitura, ActiveCampaign, etc.)
  - Communicating analysis results and making informed recommendations for continued growth and success
  - Evaluating the overarching customer journey, from awareness through to action
- Lead the development and maintenance of Tessitura database infrastructure from a marketing and sales perspective to translate business needs into applicable functions such as
  - targeted audience list pulling for email messaging and other communications
  - cross population of new contacts and data from all sign-up areas

- work collaboratively with other VSO departments on the Tessitura v16 upgrade, other future upgrades, and provide input on future contract negotiations with Tessitura
- generating reports through Tessitura and Tessitura Analytics dash boarding
- Being a resource for troubleshooting TNEW and Tessitura issues for the marketing team
- Create lists for solicitations and other patron contacts via Tessitura extractions for mail, phone, and email initiatives. This includes complex, multi-segmented direct marketing campaigns and mailings
- Responsible for the overall upkeep, health, and integrity of marketing and sales data in the CRM
- Encourage and ensure the use of Tessitura to its fullest capacity amongst the Marketing and Sales team, working towards accurately consolidating all sales related data and reporting
- Provide regular sales reports, insights and data-supported advice to the Marketing and Sales department
- Oversee the customer service function for the VSO (including box office, ticketing software, building events and subscriptions using Tessitura, customer service goals, etc), ensuring a high-performing ticketing service, maximising revenue by leading on the strategic management of inventory and ensuring excellent internal communications flow with appropriate departmental teams
- Oversee the customer experience – online, over the phone, and in person – using data analysis tools and industry best practices to grow ticket sales, increase repeat customers and subscription figures, and strengthen the relationship with existing ticket buyers
- Taking a leadership and collaborative role with other team members to analyze and report on website, SEM, SEO, social media performance and KPIs
- To be a role model within the Marketing and Sales department, and the VSO, and reinforce the connection between the VSO's values of creating connection through musical experiences, people, and organizational performance, taking personal accountability for individual, departmental and organizational performance

### **Personal Attributes and Qualifications**

- Experience of managing and developing a ticketing system (ideally Tessitura or other SQL-based system) in a complex arts, culture, or sporting environment and/or relational database experience
- Strong organizational, conceptual, and analytical skills; able to thoughtfully interpret large volumes of data, then convey insights and recommendations in a clear manner through email, reports, in-person, etc.
- Strong storyteller, communicator, and collaborator; able to build relationships with all stakeholders including senior management, board of directors, staff, and customers

- Experience in managing and incentivizing a sales team. Preference given to experience in an arts, cultural, or box office environment.
- Data visualization experience with standard industry tools, Tessitura preferred
- Ability to communicate clearly and effectively about ticketing and reporting functions and operations with all staff, including those members who are not familiar with the Tessitura application
- Ability to prioritize and manage multiple tasks at once
- Ability to work both independently and collaboratively
- Expert Microsoft Excel/spreadsheet experience
- An eagerness to learn, grow, and adapt to new software tools and business needs on an ongoing basis
- An interest in and passion for orchestral music and the performing arts considered to be a plus

This full-time position is located in Vancouver, BC and will begin immediately. The position will require occasional work on evenings and weekends, depending on special events and concert schedule.