

JOB DESCRIPTION

Title: Database and Ticketing Manager

Level: Leadership

Reports to: Managing Director & CEO

Hours: Full Time

Calgary Opera's Vision: Calgary Opera aspires to be a leader in the opera field, known for its intensive collaboration with arts organizations of all sizes, a thoughtful balance of traditional classics and more alternative works, and a mix of larger-scale and smaller artistic projects. The company will rely on a network of diverse sources to recruit artistic and operational talent, with a strong commitment to develop and showcase top Canadian talent.

Calgary Opera's Mission: Calgary Opera serves our entire community with innovative and inspiring operas in a multitude of forms and venues, and through educational activities and the training of young Canadian artists, while developing our people and managing our operations in a fiscally sound and efficient manner.

Calgary Opera's Mandate: Calgary Opera is dedicated to:

- Promoting interest, awareness, and attendance of the operatic art form
- Presenting classic and contemporary operas, and other musical entertainments, at an extremely high performance standard
- Training and development of high-potential emerging artists
- The recruitment, development, and presentation of exceptionally talented performers, composers, librettists, directors, and designers, with emphasis on Canadian talent
- Childhood education and exposure to opera
- Telling Canadian stories through new works

Summary

The **Database and Ticketing Manager** is a key member of the Calgary Opera team and will have a high-level understanding of organizational priorities and the ability to distill them into effective sales, data capture and analysis, database maintenance and reporting strategies for a variety of internal stakeholders. They will also play a role in the development and execution of ticket sales, market segmentation, pricing, fundraising and customer service strategies. The **Database and Ticketing Manager** is specifically responsible and accountable for the oversight and operation of our CRM (Tessitura) including overseeing training and compliance, execution of our ticket and pricing builds, online ticket sales and donations management, and data analysis and reporting.

Position Details

The **Database and Ticketing Manager** is a full-time role reporting to the Managing Director & CEO, working directly with stakeholders and other team members across the organization to ensure adherence to best practices in executing strategies in database management, sales, ticketing, fundraising and reporting to

ensure the most efficient operation of the organization and a high degree of information accuracy in our records.

Qualifications

- At least three years' experience in a database administration or ticket sales management role.
- Advanced knowledge of Tessitura, TNEW and reporting best practices
- Proficiency in SQL
- High level of knowledge in online sales strategies and customer experience management
- Data server management experience
- Intermediate knowledge of web design considered an asset

Duties and Responsibilities

- Working with the Director of Marketing & PR, implement the sales, ticket pricing and event build strategies for all productions, educational and auxiliary programs
- Working with the Director of Development, provide insights and training in support of donor development and fundraising goals
- Manage all aspects of Tessitura/CRM environment and online sales platform - TNEW
- Devise, implement, and evaluate usage of Calgary Opera's business practices around use of the Tessitura database
- Oversee organizational training and usage and maintenance of Tessitura database software
- Provide input and expertise in the creation of the annual sales strategy based on marketing data and analytics
- Assist in the creation and reporting of subscription, single ticket and event sales campaigns to support revenue goals
- Assist in the creation and reporting for development campaigns to support revenue goals
- Manage all payment gateways and proprietary servers, with the assistance of our IT consultants to ensure consistent full operation of our sales platform
- Manage use of all ticket scanning devices and liaise with venue FOH partners to train on their use
- Coordinate shop.calgaryopera.com site updates and Tessitura / TNew upgrades.

Knowledge and Skills

- Database management and administration
- Superior excel and spreadsheet software knowledge including pivot tables
- SQL programming
- Basic HTML and web management
- Customer service best practices
- Customer experience design and evaluation
- Advance level of Microsoft Office suite knowledge

Measurements of Success

- Implement accurate and timely sales and pricing models and strategies for season programming
- Build sales events in database to a high degree of accuracy with minimal errors
- Manage sales website/database integration
- All staff onboarded and trained on basic database usage
- Database accuracy and data cleanliness is at a high level

- Provide management with requested data, documentation and final reports on a timely basis
- Reduce outside consultant fees incurred for marketing campaigns
- Maintain a clean database with a high degree of accuracy
- High rate of customer service satisfaction
- Regular achievement of event sales targets

Compensation

Commensurate with experience.

How to Apply

Please submit a cover letter and résumé with references to:

Tessa Chan
Director of Finance
tchan@calgaryopera.com

Deadline for Submissions: September 6, 2019 or until suitable candidate has been found

Start Date: Negotiable

Only candidates selected for an interview will be contacted.