



the phoenix symphony

JOB TITLE: Data Analysis Manager

REPORTS TO: Director of Business Development & Box Office Management

CLASSIFICATION: Exempt

SUMMARY: Responsible for maintaining the daily operations of data extraction functions of The Phoenix Symphony. Resident Tessitura expert for marketing, data analysis, and reporting.

Primary Responsibilities:

- Assist senior management to identify opportunities to increase revenue and offer insight on cost strategy for program pricing based on analysis of data by writing SQL reports within the Tessitura system.
- Create necessary reports, analyze data, draw meaningful conclusions, and make recommendations based on data.
- Oversee ticketing database, working with various departments to track, code, and flag information in order to provide optimal efficiency, reporting and analysis.
- Build subscription season and oversee subscription renewal process.
- Analyze data and create custom reports at request of upper management.
- Provide daily season and single tickets sales reports to entire staff
- Work in conjunction with marketing to ensure that promotions are set up properly in Tessitura.
- Provide targeted, segmented lists for marketing department and track responses in Tessitura
- Update reports for demand-based pricing strategies and monitor impact of price increases.
- Create reports for weekly revenue pacing meetings, including individual concert pacing, complimentary ticket reports, media tracking reports, and demand-based pricing impact reports
- Provide targeted, segmented lists for marketing emails, calls, and mailings, and other departments by request.
- Work with Telemarketing firm and box office staff to provide leads and other necessary data for campaigns.
- Work with finance department to ensure accurate accounting procedures related to ticketing in Tessitura

Additional Responsibilities: Provide analytical support for the Marketing department. Includes budget coordination and analysis.

- Process and reconcile marketing expenditures and compare departmental spending trends with allocated budgets
- Assist in adjustment of the marketing budget, subscription and single ticket campaigns and sales goals
- Conduct and contribute to additional research projects including patron surveys, concert comparisons, competitive research, background information and statistics

Qualifications:

- Bachelor's degree and 2 - 3 years minimum database management experience.
- Expert knowledge of Microsoft Office products with emphasis on Excel.
- Experience with Tessitura software.
- Experience with SQL, T-SQL, and writing adhoc queries
- Experience in data and trend analysis
- Strong organizational and problem-solving skills
- Must be able to work in a fast paced environment
- Must be able to work evenings and weekends as required
- Knowledge and enthusiasm for orchestral music is helpful

Interested persons should email resume and letter of interest to:

tpscareers@phoenixsymphony.org

The Phoenix Symphony is an Equal Opportunity Employer