

April 2023

Data and Analytics Manager

Overview

The Madison Symphony Orchestra seeks an experienced Data and Analytics Manager to join our administrative team. As we approach our 100th Anniversary Season in 2025-2026, this new, full-time position will increase the capacity of our development and marketing departments by leading, implementing and overseeing all aspects of the MSO's CRM systems, and being responsible for the organization's overall data health and security.

As a member of our small but mighty administrative staff, you'll enjoy our collaborative work environment, learn about all aspects of the organization, be invited to share your creative ideas and have them heard, take pride in knowing you are making a meaningful behind-the-scenes contribution to the success of the Symphony's subscription concerts and Education and Community Engagement Programs.

This position will report jointly to the Director of Development and the Director of Marketing.

Required qualifications

- Knowledge of, and commitment to, best practices in database management
- In-depth knowledge of database technologies, architecture, and data security
- Analytical problem-solving skills, analytical organizational skills, and attention to detail
- Advanced Microsoft Office, Office 365 skills (includes Excel)
- Good human relations skills necessary for clear communication with supervisor and peers and cooperative relationship with interdepartmental personnel.
- Two to three years of relevant experience.

Highly desired skills/experience

- Associate's or Bachelor's Degree in management information systems, computer science or a related field — or equivalent experience
- Experience developing Extract, Transform, Load (ETL) procedures
- Experience with Raiser's Edge, Omatic, and/or Tessitura
- Proficiency in SQL
- Interest in/knowledge of classical music is a bonus

Principal Responsibilities

- Develop and implement policies and procedures related to data security and integrity.
- Monitor and maintain database performance, data health/accuracy, and security.
- Maintain data accuracy across multiple CRMs: Raiser's Edge, Tessitura, Wordpress, Mailchimp
- Identify efficiencies and process improvements: subscription form processing, paper record keeping, online donations, etc.
- Create and execute queries, lists and reports; configure data graphs, charts and/or tables as appropriate in collaboration with marketing, development, education, and senior leadership teams.

- Develop, lead, and execute processes for data entry and record maintenance: logging subscription info, single ticket buyers, special event attendance, and donations; updating addresses, phones and emails; deceased records; changes in marital status and other relationships
- Analyze, interpret and evaluate attendance and contribution trends; make data-driven recommendations to increase sales and contributions
- Create training documentation and guidelines for database users; train users.
- Resolve data conflicts for matters such as naming conventions, data privacy, and data ownership.
- Reconcile sales and contributions with finance department
- Install updates to database software
- Develop, implement, and monitor access policies limiting database access on a need-related basis.
- Generate sales and contribution reports.
- Provide documentation to support the annual audit.
- Identify, define, and assess the properties and specifications necessary for the database management system (DBMS) to meet current and future needs of the organization.
- Assess current and projected database performance, and recommend changes and enhancements.
- Maintain knowledge of trends, developments, and best practices in DBMS and related technology.
- Ensure project and department milestones and goals are met on time and within budget.
- Perform other duties as assigned by the Development Director and/or Marketing Director.
- Assist with concert duties as assigned by the Executive Director.

Benefits

- Possibility for flexible work from home scheduling
- Health insurance
- Option to participate in 401(K) Retirement Plan
- Free parking in downtown Madison
- Paid holidays, vacation and sick time
- Free attendance at Madison Symphony Orchestra concerts and select events
- Salary \$43,000 to \$48,000, commensurate with experience

To Apply

Submit a cover letter describing your interest in this position, your resume, and the names of three professional references to Casey Oelkers, Director of Development, coelkers@madisonsymphony.org. For best consideration, apply by May 19, 2023. Applications will be accepted until the position is filled.

About the Madison Symphony Orchestra

The mission of Madison Symphony Orchestra, Inc. is to produce high quality concerts of orchestral, instrumental, vocal, and choral music, to educate and entertain audiences of all ages in the Madison area and beyond, and to advocate music as a universal language of expression and understanding.

The Madison Symphony Orchestra presents its 98th season in 2023–2024. Under the leadership of Music Director John DeMain, celebrating his 30th Anniversary Season in 2023-2024, the MSO has grown to be one of America’s leading regional orchestras, providing Madison and south-central Wisconsin with performances and educational opportunities to interact with great masterworks and top-tier guest artists from around the world. Our administrative offices are located in vibrant downtown Madison, Wisconsin, one block from the beautiful Overture Center for the Arts where most of our concerts take place. Learn more at madisonsymphony.org.

The Madison Symphony Orchestra believes that diversity is a source of strength, creativity, and innovation. We value the contributions of each person and respect the profound ways their identity, culture, background, experience, status, abilities, and opinion enrich our organization. We are committed to increasing our efforts to diversify our administrative and board leadership, orchestral music and performers. Madison Symphony Orchestra Inc. is an Equal Opportunity Employer.