



Position:	Patron Services & Database Manager
Reports to:	Director of Sales & Marketing
FLSA Status:	Exempt
Employment Status:	Full-time Seasonal
Supervisory Requirements:	Yes

SUMMARY

The Patron Services & Database Manager (PSDM) is responsible for:

- The management of the ticket services department including the supervision of full and part-time ticketing employees and providing exceptional customer service experience to patrons.
- Oversees all aspects of Tessitura, OTT, and site-specific CRM administration.

DUTIES AND RESPONSIBILITIES

Position responsibilities include, but are not limited to the following duties, in addition to other duties as assigned.

Patron Services Management

- Oversees all activities of patron services working in coordination with the Director of Sales Marketing (DSM), Director(s) of Development DoD), and Director of Education & Community Engagement (DoE).
- Supervises, hires, and trains Box Office Associates.
- Devises and implements policies, procedures, and patron loyalty programs that maximize ticket revenue and annual fund donations while encouraging patron retention and ascension up the loyalty ladder.
- Works with the DSM to devise a fully functional subscriber benefits system and patron experience.
- Ensures patron services provides excellent customer service for ticket buyers by professionally directing and managing ticket ordering (phone, mail, fax, web, mobile, and in-person), processing and fulfillment, phone and message inquiries, and phone message lines.
- Manages satisfaction of patron ticket issues and requests as quickly and courteously as possible.
- Directs and manages the subscription ticketing process including order confirmations, seating, mailing ticket packages, and producing renewal invoices.
- Manages fulfillment of all subscriber ticket exchanges, upgrades, and donations; works closely with the DoD to fulfill special ticket needs of high-level contributors, cultivates, sponsors, and board members.



- Supervises all aspects of the group sales campaign, helping to devise strategies, tactics, timelines, and measurement for group sales ticket revenue.
- Oversees and facilitates the daily operations of the renewal and new acquisition subscription telemarketing campaigns; serves as day-to-day point of contact with telemarketing firm and manages in-house mini campaigns.

Database Management

- Oversees all aspects of Tessitura, OTT, and site-specific CRM administration.
- Improves procedures and processes relating to database management that will ensure data integrity is maintained and reports are generated accurately.
- Serves as checkpoint for quality control for all records, reports, lists, and data.
- Responsible for cyclical buildout of all products and coordinating with departments of any changes.
- Implement TNEW build outs and coordinate with Web Developer and marketing team to support transactional integrations between website and API plug-ins to Tessitura.
- Assist with departments Tessitura lead with any projects or issues surrounding day to day use of Tessitura.
- Stay current on all updates and advancements in Tessitura capabilities and functionalities and inform department leads of any impacts they may have on SOP's.
- Ensures all SOP's related to Tessitura are maintained.
- Perform system/database upgrades as needed.
- Work with the department leads to ensure data entry policies are in compliance with policy.
- Provide technical advice, training and analytics dashboards to department leads.
- Provide Tessitura functionality expertise to support application users in the design and execution of lists, extractions, output sets and analytic dashboards.
- Oversee data capture to proactively enable reporting and data analysis.
- Assist as needed with departmental projects such as season setup and configuration, campaign and appeal setup and planning, event setup, and financial reconciliation.
- Oversee the Tessitura contract hours with all departments and inform them of best use of hours, as well as advise on additional extended use of hours.
- Work with the IT department to ensure that all hardware and server needs are up to date for any Tessitura advances.
- Serve as lead communicator with Tessitura Consortium, Power Users, and account reps on any open tickets or technical requests.
- Communicate with department leads of any requests and assist with project development.
- Lead weekly meetings with departmental Tessitura leads and summarize any issues to the DSM and DoD.
- Oversee all database tasks that relate to constituent transactions and data hygiene across platforms and products.



- Research and implement new database systems as needed by various departments.
- Maintain all Atlanta Opera database systems including but not limited to
 - Ticketing/Advancement/Tessitura
 - Ticketmaster/CEPAC
 - Vimeo OTT
 - Apache/Web/WordPress
 - Collections/TBD
 - Square Reporting
 - Event Specific systems

COMPETENCIES & QUALIFICATIONS

- Excellent written & oral communication and problem-solving skills.
- Strong organizational skills and attention to detail.
- Ability to meet deadlines and manage multiple projects simultaneously and efficiently.
- Proficiency in Microsoft Office software required.
- Strong Adobe Acrobat knowledge.
- Knowledge of or strong interest in opera preferred.
- Ability to work collaboratively with multiple departments.

MINIMUM REQUIREMENTS

- Bachelor's degree or equivalent work experience.
- 5 years' experience of box office management.
- Tessitura ticketing software with expert knowledge of TNEW and subscription experience required.
- Position requires evening and weekend obligations during the opera season.
- Ability to sit at a workstation for up to and over eight hours per day.
- Must be able to lift up to 25 pounds.
- Must perform the functions of the position in a safe manner.

SIGNATURES

This job description has been approved by all level of management:

Manager _____

HR _____

Employee signature below constitutes employee's understanding of the requirements, essential functions, and duties of the position.

Employee _____ Date _____

