

## **JOB DESCRIPTION | MANAGER – CRM/ANALYTICS**

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**REPORTS TO:** Director – CRM Strategy / Data Operations

**FLSA:** Full-Time, Exempt

**PAY:** \$70,000 - \$80,000, Annually

**LOCATION:** On-Site 100% Palm Desert, CA

### **JOB SUMMARY**

The Manager – CRM/Analytics will play a critical role in supporting the organization’s CRM strategy and data operations by developing and implementing custom reports, conducting data analysis, and managing list-building strategies. Reporting directly to the Director - CRM Strategy/Data Operations, this individual will ensure the effective use of Tessitura, the organization’s primary CRM system, and work collaboratively with various departments to drive data-driven decision-making across the organization. The ideal candidate will be a Tessitura power user with a strong understanding of data analytics, reporting, and CRM best practices, committed to continuous improvement and the optimization of CRM operations.

### **ESSENTIAL RESPONSIBILITIES**

#### **Custom Reporting & Data Analysis:**

- Develop and deliver custom reports, queries, and dashboards that meet the needs of key departments including marketing, fundraising, membership, and ticketing.
- Perform detailed data analysis to identify trends, insights, and opportunities for the organization, providing actionable recommendations to inform decision-making.
- Collaborate with the Director - CRM Strategy/Data Operations to ensure reports align with strategic objectives and business needs.

#### **List Building & Segmentation:**

- Create and manage targeted lists for email marketing, direct mail, fundraising campaigns, and event invitations, ensuring segmentation strategies are based on accurate data.
- Work with the marketing and development teams to define segmentation criteria and leverage Tessitura’s capabilities to build effective lists that drive engagement and retention.

#### **User Support & Collaboration:**

- Provide day-to-day support to Tessitura users across departments, helping them navigate the system and address reporting or data-related issues.
- Work closely with department heads to understand their reporting and data needs, ensuring Tessitura’s features are being utilized effectively.
- Assist with the training and onboarding of new users, ensuring they are equipped to use Tessitura efficiently.

### **System Optimization & Integration:**

- Regularly assess and refine CRM-related processes to ensure Tessitura and its integrations with other systems are running smoothly and meeting organizational needs.
- Identify opportunities for improving data flows and user processes across Tessitura and ancillary systems.
- Support the Director in the identification and implementation of system enhancements, new features, or integrations to improve CRM functionality.

### **Data Quality & Integrity:**

- Ensure the quality and accuracy of data within Tessitura by monitoring data entry practices, conducting audits, and implementing data hygiene initiatives.
- Work with cross-functional teams to enforce best practices for data entry, coding, and maintenance.
- Monitor and address any data inconsistencies, ensuring alignment with reporting and business needs.

### **Continuous Improvement & Innovation:**

- Stay current with new Tessitura features, updates, and industry trends to ensure the organization is leveraging the system's full potential.
- Work with the Director to identify opportunities for innovation in CRM operations and analytics, driving efficiency and effectiveness in data management and reporting.
- Collaborate with teams to develop new strategies for engaging donors, members, and patrons through data-driven insights and customized communications.

## **MINIMUM REQUIREMENTS**

- Minimum of two years of experience using Tessitura, version 16 a plus.
- Strong proficiency in Tessitura, with extensive experience using its reporting and analytics tools.
- Proven ability to design and implement custom reports, queries, and dashboards within a CRM system.
- Solid understanding of data analytics and the ability to translate complex data into actionable insights.
- Excellent problem-solving skills and the ability to troubleshoot system-related issues.
- Strong attention to detail, particularly in maintaining data accuracy and integrity.
- Experience with segmentation, list-building, and email marketing strategies.
- Exceptional communication skills, with the ability to work collaboratively across departments and support non-technical users.

## **PREFERRED QUALIFICATIONS**

- Bachelor's degree in a related field or equivalent experience.
- Experience in a nonprofit, cultural, or arts organization using Tessitura.
- Familiarity with data visualization tools or advanced reporting techniques beyond Tessitura's native capabilities.
- Experience with CRM system integrations or ancillary systems (e.g., ticketing, e-commerce platforms).

## **WORK ENVIRONMENT**

The Manager - CRM/Analytics will be part of a collaborative and fast-paced team, supporting the organization's strategic use of Tessitura and data analytics. This role offers an opportunity to work closely with various departments to drive data-informed decision-making, improve CRM operations, and contribute to the organization's long-term goals.

## **WORK AUTHORIZATION/SECURITY CLEARANCE**

Proof of eligibility to work in the United States

Criminal, Civil background check will be performed

An equal opportunity employer/Drug Free Workplace

## **AAP/EEO Statement**

McCallum Theatre provides equal employment opportunities to all employees and applicants for employment and prohibits discrimination and harassment of any type without regard to race, color, religion, age, sex, national origin, disability status, genetics, protected veteran status, sexual orientation, gender identity or expression, or any other characteristic protected by federal, state, or local laws. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation, and training.

## **ABOUT THE MCCALLUM THEATRE**

McCallum Theatre is a renowned non-profit performing arts theater dedicated to enriching the cultural life of our community through a diverse program of world-class entertainment, education, and community engagement. Our mission is to provide a world-class platform for artists while enhancing the cultural experience for our patrons and supporting our local community. To learn more visit [www.mccallumtheatre.org](http://www.mccallumtheatre.org).



## **TO APPLY**

Please send the following to Dawn Plonski, Director – CRM Strategy/Data Operations, at [dawn@mccallum-theatre.org](mailto:dawn@mccallum-theatre.org)

1. Cover letter sharing why you are passionate about this employment opportunity.
2. Current resume.