



JOB OPPORTUNITY

Insights & Tessitura CRM Manager

DC1707 (Professional)

Position Summary

The Insights & Tessitura CRM Manager is responsible for managing the use of systems and data to inform business strategy. Reporting to Director of the Milstein Rosenthal Center for Media and Technology the job holder will also work closely with the Director of CRM.

Essential Functions

- Oversee data capture and analysis to proactively inform the development of marketing and other business strategies, and to measure and report on the effectiveness of those strategies
- Create necessary reports and dashboards, analyze data, draw meaningful conclusions, and make recommendations based on data.
- Provide targeted segmented lists for emails, calls, and mailings, and other departments by request and track/analyze responses.
- Maintain and troubleshoot data integrity.
- Translate requests for business intelligence into actionable data capture and analysis projects.
- Maintain a central repository of knowledge to assist continual business learning and improvement.
- Oversee the integration of Tessitura and other systems and analysis software, and maximize the value derived from systems.
- Maintain awareness of and report on trends, emerging technologies, and best-practices.
- Support company-wide use of marketing systems and analysis software, including configuring systems to meet business needs, liaising with suppliers and training users.
- Other related tasks as requested by manager.

Educational Requirements

Bachelors degree, with Masters Degree preferred

Skills and Experience Required

- Minimum 5 years database management experience with proven ability in using data analysis to inform business strategy.
- Experience with Tessitura software strongly preferred
- Knowledge of SQL and SQL concepts, including views and stored procedures as well as experience using Microsoft SQL Server and SQL Server Management Studio (SSMS)

- Experience working with reporting software and utilities, including InfoMaker, SQL Server Reporting Services (SSRS), and SQL Server Business Intelligence Development Studio
- Expert knowledge of Microsoft Office products with emphasis on Excel.
- Experience in data and trend analysis.
- Strong organizational and problem-solving skills accompanied by the ability to work in a fast paced, multi-faceted environment.
- Proven ability to manage a variety of assignments concurrently, meet multiple deadlines and to work independently as well as collaboratively
- Demonstrably skill in translating requests for intelligence into actionable research projects.
- Experience in integrating diverse data systems and sources.
- Experience in training users in CRM and other systems.
- Project management experience.

Hours of work: 40 hours per week, Monday to Friday 9am to 6pm

If you are interested in applying please email a cover letter (ensuring salary requirements are detailed) and resume, with Tessitura as the subject heading, to Humanresources@92Y.org. We are an Equal Opportunities Employer