

POSITION DESCRIPTION

Job Title	CRM and Data Specialist	Date	September 2026
Department	Development and Reach	Reports to:	CRM and Insights Manager
Location	MSO Office, Southbank	Role Status:	Full-time, ongoing

1. POSITION PURPOSE

Working as an integral part of the Development and Reach team, the CRM & Data Specialist is responsible for the effective management, optimisation and governance of the MSO's CRM database (Tessitura), ensuring the integrity, security and quality of customer data across the organisation.

The role provides data recommendations, analysis, reporting and audience insights to support strategic decision-making, revenue generation (e.g. ticket sales and donations) and audience engagement. It also identifies opportunities to enhance systems, processes and workflows through the use of data, business intelligence and automation tools.

As the organisation's CRM subject matter expert, the CRM & Data Specialist works collaboratively across marketing, sales and development teams, supporting best practice CRM utilisation and partnering with internal and external stakeholders to deliver organisational objectives.

2. MSO VALUES | GUIDING PRINCIPLES

Respectful	WE LISTEN to each other, and we listen to our audiences. We continuously tune in to build connections that bring joy and validation.
Collaborative	WE CREATE welcoming experiences that showcase the beauty and wonder of artistic craft. Innovative performances that elevate the moment and endure in the spirit.
Innovative	WE UNITE our individual strengths and celebrate our unifying love of music, fostering understanding and belonging.

3. DIMENSIONS and WORKING RELATIONSHIPS

Reports to	CRM & Insights Manager
Direct Working Relationships	- Marketing, Insights and Customer Experience team, including Box Office - The broader Development and Reach department, as well as colleagues from across other areas of MSO management. - External stakeholders (including venues, suppliers, consultants/contractors and agencies, and industry peers) as required.

4. MAJOR RESPONSIBILITY AREAS	
The main areas of responsibility of the CRM & Data Specialist include: • CRM management and maintenance • Data analysis and support	
5. KEY RESULT AREA	MAJOR ACTIVITIES
CRM management and maintenance	• Manage and enhance the Tessitura database relevant to the MSO's business objectives • Coordinate database upgrades and migrations as required, including testing • Design, improve, implement, and document procedures and processes related to database management • Provide advice and support on technical use of Tessitura to internal users as required • Design, produce, maintain custom Tessitura reports to meet the needs and requests of stakeholders • Maintain data integrity and accuracy, and archive and import data, including via APIs, as required • Assist in the maintenance of MSO websites including advising web developers on database tables, code and data integrity rules • Advise on any database interfaces, data maintenance, and data integrity tools with external platforms with which the MSO might engage e.g., Experian, WordFly or other email software, Digonex, other venues etc. • Work within appropriate legislative and best-practice standards in terms of data security, integrity, and privacy. • Advocate for the use of emerging opportunities and technologies within Tessitura and external platforms that can help the MSO achieve its goals
Data analysis and support	• Manage customer databases and audience lists, ensuring data is accurate, up to date, and compliant with privacy and data governance requirements Develop and maintain audience segmentation strategies to optimise marketing, fundraising and customer communication effectiveness • Create audience lists that support MSO campaigns (e.g. email, direct mail, SMS) • Provide regular reports and analysis to support business performance monitoring, strategic planning and operational decision-making • Assist in the development of dashboards and visual reporting solutions • Leverage Microsoft data platforms and business systems, including Power Platform tools, to automate workflows, improve data processes and support continuous business improvement
Occupational Health and Safety	• Work with management and other team members to ensure that all occupational health and safety (OHS) risks are minimised through awareness and application of safe working practices. • Carry out any associated duties as reasonably required.

6. DECISION MAKING AUTHORITY
The position reports to the CRM & Insights Manager and has no direct reports. The role exercises professional judgement in the management of CRM, data and reporting activities and contributes specialist advice to support operational and strategic decision-making.
7. PHYSICAL DIMENSIONS
This role requires the ability to: • Sit or stand for long periods, as well as regular bending, crouching, and reaching • Use an appropriate lifting technique to manually handle office files and items • Operate a computer accommodating reasonable adjustments • React to a display (computer screen) throughout the workday • Use a telephone within reasonable adjustments (including use of headset)
8. ESSENTIAL CRITERIA
• Technical expertise and confidence with managing CRM databases (previous experience with Tessitura will be highly regarded) • Intermediate-advanced experience with data querying and programming languages, in particular SQL • Strong knowledge of and experience with databases and associated T-SQL programming • Understanding of the SSRS environment and the ability to write and customise SSRS reports • Strong analytical skills with experience interpreting data, identifying trends, and producing meaningful reports and insights • Demonstrated proficiency in Microsoft Excel, Power Platform, and related business tools for data management, reporting, and process improvement • Excellent troubleshooting and problem-solving skills to offer creative solutions • A commitment to staying informed of emerging trends, technologies and best practice across the arts, CRM and data sectors
9. DESIRABLE CRITERIA
• Experience with other programming languages like HTML and Python • Previous experience within a ticketing, arts or fundraising environment • Interest in classical music and willingness to learn more to enhance understanding of environment and product • Qualifications or equivalent professional experience in computer science will be highly regarded.
10. PERSONAL CHARACTERISTICS
• Ability to multi-task effectively with strong organisation and time management skills • Exceptional attention to detail and a thorough, methodical approach to work. • Demonstrated initiative and the ability to work independently. • Strong analytical, problem-solving and lateral thinking skills • Strong written and verbal communication skills, including the ability to translate technical concepts and processes into clear, accessible information for non-technical audiences • Demonstrated ability to build effective working relationships and collaborate across teams and with a diverse range of stakeholders

- Demonstrated maturity, professionalism and discretion in handling sensitive information with a strong commitment to data privacy, confidentiality and governance

11. POSITION DESCRIPTION MAINTENANCE

Date of last review:	September 2026
Conducted By:	People & Culture Lead
Date for next review:	As required