

Data Analyst

Thank you for your interest in our **Data Analyst** position. This is a business critical role that supports Sydney Theatre Company (STC) with accurate reporting, forecasting, analytics and insights.

Using our CRM and Ticketing System, Tessitura, the role scopes and builds reports for STC and hirers of Roslyn Packer Theatre using SQL and SSRS.

The role analyses sales and customer data to improve the effectiveness of STC's marketing, pricing and reporting strategies. The Data Analyst project manages comprehensive campaign reporting.

Working with the Insights and Analytics Manager, the person will work collaboratively on research projects across STC.

1. Hours of Work

This position is for an initial two-year fixed term. The usual hours of work are 9am-5pm Monday to Friday. However, the job requires a willingness to work flexible hours. The position is currently based at Fox Studios, Moore Park but will be relocating to The Wharf in Walsh Bay in late 2020.

2. Salary and Entitlements

- Salary is dependent on skills and experience
- 4 weeks annual leave
- Complimentary tickets to STC productions (subject to availability)
- 10.5% superannuation

3. Application

In order to make your application for this position, please forward your resume and a cover letter briefly demonstrating how your experience is applicable to this position as outlined in the criteria below. **Please note, applications which to not address the selection criteria will not be accepted.**

4. Selection Criteria

- Mid to advanced SQL skills essential.
- Strong data analytics skills with demonstrable ability to directly extract data directly from databases
- Strong statistical and excel skills
- Strong report building skills using SSRS
- Excellent reporting and insight presentation skills
- Tessitura experience highly desirable, but not essential
- Excellent relationship building, collaboration and communication skills

Applications close at 5pm on Monday 31st August 2020.

Please forward your application to: recruitment@sydneytheatre.com.au

Must be an Australian resident or hold a current, appropriate working visa.

Sydney Theatre Company encourages applications from Aboriginal and Torres Strait Islander people, people with a disability, mature age workers, people from diverse cultural and linguistic backgrounds and lesbian, gay, bisexual, transgender, intersex and queer (LGBTI+) people.

Job Description

Position title: Data Analyst
Reports to: Insights and Analytics Manager

JOB OVERVIEW

The Data Analyst is a business critical role that supports Sydney Theatre Company (STC) with accurate reporting, forecasting, analytics and insights.

Using our CRM and Ticketing System, Tessitura, the role scopes and builds reports for STC and hirers of Roslyn Packer Theatre using SQL and SSRS.

The role analyses sales and customer data to improve the effectiveness of STC's marketing, pricing and reporting strategies. The Data Analyst project manages comprehensive campaign reporting.

Working with the Insights and Analytics Manager, the person will work collaboratively on research projects across STC.

The Data Analyst is a member of several cross company teams that work to enhance the experience of the customer and to optimise the use of Tessitura.

Strong relationship management, presentation and communication skills are required.

KEY RESPONSIBILITIES

General Reporting

- Develop, and build with SQL and SSRS, a range of easy to use customised automated reporting to suit the needs of the business
- Ensure all standard reporting supplied to the company is accurate
- Provide ad-hoc reporting and data analysis across the company as required
- Assist STC departments in their use of reporting resources and their ownership of their data segments

Sales reporting, forecasting and budgeting

- Drive and deliver timely and accurate in-depth post show reporting and insights for each STC production
- Provide regular Education data extraction sales reporting and insights
- Develop, maintain and distribute forecast charts for all STC productions
- Work closely with the Season Tickets Manager to ensure accurate and timely Season Ticket reporting
- Work with the Insights and Analytics Manager to recommend on dynamic pricing adjustments utilising Revenue Management Application (RMA)
- Work with the Insights and Analytics Manager to provide forecasts for management and the Board
- Work with the Insights and Analytics Manager to provide analytics input for the annual budgeting process
- Ensure the accuracy and timely delivery of all sales reports to external hirers and promoters

CRM, Campaign Reporting and Research

- As part of the CRM team you will participate in developing and implementing strategies as well as data extraction, reporting and presenting data-driven customer insights to inform STC's CRM plan
- Assist the marketing team to pull complex extractions from Tessitura
- Project manage the campaign reporting process with the Marketing, Media Relations and Customer Service and Ticketing teams
- Working collaboratively with relevant teams across the company on research projects. Develop data sets and assist with insight and results presentations where required
- Develop ad hoc pieces of analysis to gain a deeper insight in to trends or customer behaviour as required

General

- Ensure that data policies and procedures are followed and that all relevant data is accessible
- Work closely with the IT team on Tessitura upgrades, ongoing reporting requirements and assist in end user testing
- Be a Tessitura Super User and assist with training as required
- The post holder shall also be required to carry out other reasonable duties as may be required from time to time

WORKPLACE HEALTH AND SAFETY

For the purposes of the Workplace Health and Safety Act and Regulations the Data Analyst must ensure that she/he:

- takes reasonable care of the health and safety of themselves and others.
- works in a safe manner and follows procedures introduced for his protection.
- participates in any training or education necessary to enable him to work safely including familiarisation with the STC's WH&S Policy.
- reports any unsafe work practices or conditions to his supervisors
- co-operates with Sydney Theatre Company in their efforts to comply with workplace health and safety requirements.

ENVIRONMENTAL SUSTAINABILITY

To support the Company's vision of becoming the world's most sustainable theatre company, the Data Analyst must ensure that she/he:

- takes reasonable steps towards minimising the environmental impact of their role and that of the Company;
- works in an environmentally responsible manner and follows procedures introduced to this end;
- participates in any training or education necessary to enable them to work sustainably including familiarisation with the Company's various green policies;
- brings to the attention of the internal Green Team any situations or practices that could be improved in relation to environmental performance; and
- co-operates with Sydney Theatre Company in their efforts to lead in the area of environmental sustainability.

KEY RELATIONSHIPS

- Insights and Analytics Manager
- Director of Marketing & Customer Services
- TWT Team
- CRM Team
- IT Team
- Customer Services & Ticketing Team
- Marketing Team
- Philanthropy Team
- Corporate Partnerships
- Education Team
- Finance Team

CAPABILITIES AND COMPETENCIES

- Mid to advanced SQL essential.
- Strong data analytics skills with demonstrable ability to directly extract data directly from databases
- Strong statistical and excel skills
- Strong report building skills using SSRS
- Excellent reporting and insight presentation skills
- Tessitura experience highly desirable, but not essential
- Excellent relationship building, collaboration and communication skills

This job description describes the broad scope of the role and is not an exhaustive list. It may also change from time to time with due consultation to meet the changing needs of the business.