



Box Office & Database Manager

Summary

Oakland Symphony is searching for a full-time Box Office & Database Manager. This exempt position is responsible for the efficient daily functioning of the Symphony's ticketing system (PatronManager, built on Salesforce's Nonprofit Starter Pack), and for providing excellent customer service to patrons throughout the entire ticketing process for both subscription and single ticket sales. The right candidate will be involved in all Symphony concerts and events and provide reports and analysis within the database.

In addition, the Box Office & Database Manager works cross-departmentally, supporting Development, Volunteer Management, and Finance with data entry, analysis, reporting, and reconciliation.

Medical and dental benefits provided.

Box Office Duties and Responsibilities:

- Create all event instances in PatronManager System, setting up seat allocations, ticket prices, discount codes, and group sales.
- Process and fulfill all ticket orders, including subscriptions, group sales, and single ticket orders. Assign seats to subscribers; coordinate season ticket mailing to subscribers at beginning of season; handle requests for changes throughout season.
- Take care of any/all questions related to subscriptions and single ticket sales, communicating directly with patrons as needed to resolve problems and ensure high-quality customer service.
- Maintain and update database of subscribers and single ticket buyers. Create reports in relation to these segmented groups, as needed.
- Develop relationships with community organizations, local corporate businesses, alumni associations etc. along with local colleges and universities to create sales for group and or student tickets.

- Create regular reports on subscription activity throughout the subscription campaign; prepare other reports and analyses as requested by Marketing Director to support more effective, targeted marketing campaigns.
- Manage all complimentary seats, creating and maintaining the list for each concert, assigning seats (in consultation with Marketing Director, PR consultant, and senior staff), print tickets.
- Oversee will call and ticket sales at door on the night of concerts. Take care of all seating problems (double seated, lost tickets, etc.) at Symphony Will Call table.
- Manage front of house during all ticketed events including box office/will call/ticket sales windows, management of venue ushers, Patron technology for scanning tickets at doors, etc.
- Take phone orders for subscriptions and single tickets during designated hours (Monday-Friday, 9am-4pm).

Database Administration Duties:

- Develop creative ways to utilize and enhance our current data to provide a top-notch customer experience, including subscriber and donor benefits, surprise and delight experiences, and customized and automated communications.
- Lead the creation, documentation, and maintenance of database protocols.
- Lead the maintenance, updating, and merging of all records, contact information, event registrations, and other important information.
- Set up or assist with the setup of all users, campaigns, and reports, including in-depth analyses of trends and results in marketing and development.
- Create and install database tools, Salesforce apps, dashboards, and reports.
- Provide training and advice to users.
- Fulfill organization-wide requests for Salesforce reports and analyses (Marketing, Finance, Development, Youth Orchestra, Chorus).
 - Includes contact lists for uses throughout the year, including direct mail, email, and program books.
- Work directly with PatronManager to coordinate setup of online forms.
- Convert, manipulate, and upload data to Salesforce.

Gift Processing and Reporting:

- Record all donations in Salesforce, including cash donations, pledges, in-kind donations, special event ticket sales, and auction purchases.
- Qualify online donations and process credit card payments.
- Monitor and resolve all payment exceptions.
- Reconcile with the Finance Department monthly.
- Provide customer service for all patrons via phone, email, and in person.

Marketing Duties:

- In consultation with Marketing Director and others, create and execute social media plan for Symphony, Chorus and Youth Orchestra. Assist with content and postings on social media (Facebook, Instagram and Twitter). Coordinate work with other staff as needed.
- Assist with PatronMail email campaigns. Create many of the campaigns for subscriptions/subscribers, ticket holders and segments of audience including (but not limited to) those interested in the Chorus and Youth Orchestra.
- Assist with tracking performance of Google Ad Words and website traffic, using Google Analytics.
- Perform other tasks as assigned.

Skills/Knowledge Required:

Excellent verbal and written communication skills.

Friendly, outgoing with great customer service skills a must.

Must be self-starter who can work independently.

Must be well-organized and able to handle multiple tasks simultaneously.

Ability to work in a fast paced environment.

Proactive in creating innovative solutions

Exceptional computer experience with MS Word, EXCEL, Google Apps, various Data Entry and Internet ordering systems, basic hardware connection and configuration knowledge.

PatronManager/Salesforce & Box Office experience preferred.

Prior experience working in box office or ticketing environment a plus.

To apply, submit a cover letter, resume and references to: **Ruben Pimentel**, Marketing Director: rpimentel@oaklandsymphony.org