

CRM Systems Manager

Now in its 48th year, Spoleto Festival USA is internationally recognized as America's premier performing arts festival. For 17 days and nights each spring, Spoleto Festival USA fills Charleston's historic theaters, churches, and outdoor spaces with performances in opera; theater; dance; and chamber, symphonic, choral, and jazz music. Spoleto's mission is to present programs of the highest artistic caliber while maintaining a dedication to young artists, a commitment to all forms of the performing arts, a passion for contemporary innovation, and an enthusiasm for providing unique performance opportunities for established artists. Beyond its role as a launching pad for young talent, Spoleto also serves as a catalyst for cultural change and has aided in Charleston's flourishing as a top arts and culture destination. The 2024 Season will take place from May 24 through June 9. Spoleto Festival USA is a 501 (c)(3) charitable organization.

Job Description

We are seeking a talented CRM Systems Manager to manage all aspects of our Customer Relationship Management (CRM) ecosystem, including reporting tools, third-party integrations, and the strategic roadmap. This pivotal role will manage Tessitura, our comprehensive CRM platform that supports every aspect of our organization—from ticketing and admissions to fundraising, memberships, marketing, and business insights. As a central liaison for both external vendors and internal teams, the role will be indispensable in enhancing the platform's performance and driving our CRM evolution to significantly enhance platform capabilities and stakeholder experiences.

Core Functions:

- Deliver consistently high service by assessing and improving stakeholder experiences, identifying and implementing enhancements to operational efficiency.
- Maintain up-to-date knowledge on Tessitura's capabilities and functionalities, ensuring information is effectively shared with relevant parties.
- Lead the creation and management of the organization's Tessitura User Group, fostering a collaborative, cross-departmental environment focused on system priorities and data governance oversight.
- Independently manage project schedules, meet all project deadlines, provide regular updates, and collaborate across departments to fulfill requests and complete assigned projects.
- Apply innovative solutions to leverage Tessitura's capabilities and enhance the organization's engagement with the platform.

This role demands a dynamic individual who thrives in collaborative settings, partnering effectively with both internal teams and external vendors. Initially focused on hands-on data management tasks, the CRM Systems Manager will progressively take on a broader strategic focus, equipping the team for independent operation within our CRM ecosystem. We are looking for a candidate with a profound understanding of how technology can transform operations and a strong commitment to enhancing the arts sector. The ideal candidate will bring deep knowledge of Tessitura and a dedication to fostering significant connections across our team and with our stakeholders, ensuring that our CRM tools are fully utilized to enhance our organization's capacity and reach.

Position Type: Full-time, exempt, and benefit eligible

Hours: A standard 40-hour work week; including work nights, holidays, weekends, and extended hours as required; on-call during Festival period and for emergencies

Anticipated Start Date: As soon as possible

Location: Organization is based in Charleston, SC. Work. Location for this role is flexible (hybrid or fully remote possible)

Department: Operations

Reports to: Chief Operating Officer

Responsibilities

- Platform Management:
 - Manage the Tessitura CRM System, including minimizing downtime post-upgrades and communicating necessary changes.
 - Oversee issue resolution and manage updates, upgrades, and integrations, ensuring efficient planning and staging.
 - Handle vendor relationships, contracts, and new work activation with an unbiased, department-neutral approach.
 - Maintain relationships with third-party technology providers, including the Tessitura Network, to manage integrations effectively.
 - Ensure understanding of Tessitura's applications from an end-user perspective, both internal and public facing.
 - Maintain legal compliance in CRM database processes.
 - Conduct backups, restoration, and archival of data, and maintain application test plans with thorough documentation.
 - Document and plan procedures for disaster recovery and business continuity.
- Road mapping, Project, and Resource Management:
 - Develop system roadmaps and prioritize new features, aligning with organizational goals.
 - Lead requirements gathering and project planning sessions to further the CRM strategic roadmap.
 - Plan resource allocation for feature development, considering team availability and project timelines.
 - Act as a CRM champion, promoting and communicating its use throughout the organization.
- Data Management, Integrity, and Hygiene:
 - Create and maintain documentation for efficient data processes and platform use.
 - Ensure adherence to data management procedures and support data hygiene efforts across the organization.
- Institutional Capabilities Building and Reporting:
 - Establish best practices and guidelines for various functions, including constituent database management.
 - Develop and lead system onboarding, training resources, documentation, customizations, and process efficiency.
 - Ensure department super users are capable of supporting routine user help requests, leaving advanced issues to the CRM Systems Manager.
 - Coordinate with the IT team to provide technical support and manage user access.

Required Qualifications

- Proven experience with Tessitura CRM and its functionalities, with at least 2-3 years of direct involvement, or a Bachelor's Degree in Computer Science, Information Technology, or a related field. Appropriate combinations of formal education and practical work experience will be considered.
- Demonstrated expertise in database and relationship management software.
- Exceptional communication skills with the ability to mentor and train staff, effectively translating technical information to various levels within the organization.
- Advanced proficiency in structured query language (SQL) for maintaining custom reports and utilities, along with experience in SQL Server Management Studio (SSMS) and SQL Server Reporting Services (SSRS).
- A track record of engaging and innovative problem-solving, with a balance of new vision and respect for best practices. Adept at driving change and influencing collaborative work towards shared goals.
- A strong commitment to service excellence, approaching challenges with a positive and professional attitude.
- Strong team player with excellent relationship-building skills, able to work collaboratively across all levels of the organization.
- Discretion and responsibility when handling confidential and sensitive information.
- High level of independence, initiative, and ability to manage varying priorities with minimal supervision.
- Demonstrated ability to exceed goals and adapt to new opportunities for improvement.
- Exceptional organizational skills, keen attention to detail, and strong follow-up abilities.
- Creative thinker with a drive for innovation and improvement, willing to challenge industry norms.
- Proficiency in Microsoft Office suite (Word, Excel, Outlook, Teams).

Desired Qualifications:

- Proficiency and prior experience with third-party technology providers, including the Tessitura Network, Tessitura Merchant Services (Adyen), iWave, Prospect2, JCA (Revenue Management Application (RMA)).
- Non-profit experience.
- Familiarity with the performing arts.
- Leadership or management experience.

Additional Requirements:

- While the organization is based in Charleston, SC, the location for this role is flexible (hybrid or fully remote possible). There may be dates throughout the year this role is required to be onsite, for example, prior to and during our annual festival season.
- Flexibility with work schedule, including work nights, holidays, weekends, and extended hours as required. Ability to work outside standard business hours for system upgrades/repairs and festival needs with a positive attitude.
- Physical requirements include extended periods at a desk with continuous use of a computer and office equipment. The job entails significant focus and visual concentration on screens, frequent communication in various forms, and the occasional need to move around the office and handle light lifting up to 15 pounds. Adaptations to accommodate individual needs are available in accordance with the ADA.
- Ability to work in a constant state of alertness and in a safe manner.
- Must be able to pass and maintain a clear background check.
- Demonstrated commitment to fostering an equitable, accessible, and inclusive environment for Festival staff, artists, audiences, and communities.

Compensation:

Spoletto Festival USA offers a competitive salary and benefits package for qualified candidates. The target salary range for this position is \$75,000 - \$95,000. The salary offered will be commensurate with the selected candidate's experience and qualifications.

Full-time Employee Benefits + Perks:

- Comprehensive Medical, Dental and Vision Insurance
- Health Savings Account and Health Reimbursement Arrangement
- Life and Disability Insurance
- 401(k) Retirement Plan with Employer Match
- Employee Assistance Program
- Generous Time Off: Paid Vacation Days + Paid Office Closures (11 Holidays + 23 Office Closures)
- Paid Sick Leave
- Free Onsite Parking
- Complimentary Festival Performance Admission for Staff and Guest

To apply: Please send a resume and cover letter to careers@spoletousa.org, indicating the attention of Chief Operating Officer. Three (3) character references must be provided, including their email addresses. No phone calls, please.

Spoletto Festival USA is an equal opportunity employer and committed to diversity in hiring. Equity is central to our culture, mission, and who we are as an arts organization. Spoletto Festival USA does not discriminate in employment on the basis of an individual's race, color, sex, gender identity, gender expression, genetic information, hairstyles or hair texture, national origin, religion, age, sexual orientation, individuals with disabilities, pregnancy, parental status, marital status, military status, or any other status protected by federal, state or local law. Our greatest strength comes from our ability to come together as unique individuals — come as you are and bring the best version of yourself.

Uncertain if you fulfill every requirement in our job description? Don't let that deter you! If you think you have the potential to shine in this role, we wholeheartedly invite you to apply. At Spoletto Festival USA, we enthusiastically evaluate a wide spectrum of candidates, valuing their diverse workplace backgrounds and experiences. Whether you're entering the world of arts and culture administration, reentering the workforce after a break, contemplating a career shift, or pursuing advancement on your career journey, we're eager to consider you for exciting opportunities within our organization. Your application will be met with appreciation and thorough consideration.