



1 August 2014

Dear Applicant

Thank you for your interest in the position of Database Administrator (fixed term contract 4 Months) at The Australian Ballet.

Please find below information related to the position including the company's vision, mission and goals, the position description, timeline and selection criteria.

In accordance with the timeline for the selection process, the closing date for receipt of applications is Friday August 15th 2014.

Yours sincerely

A handwritten signature in black ink, appearing to read "Tim Murphy", with a horizontal line underneath.

Tim Murphy
Director, Human Resources



Caring for tradition. Daring to be different.

Vision

To move ballet forward

Mission

- Create inspiring performances
- Achieve excellence on both sides of the curtain
- Engage more people in the art form
- Commit to innovation
- Ensure a sustainable business platform

THE AUSTRALIAN BALLET **CORE VALUES**

Creativity

Our core work is the creation of and performance of ballet. We are committed to maintaining an organisational culture that fosters creativity, energy and originality.

- In line with our vision, we are inspired by traditions, and value innovation
- We welcome diversity in order to best serve and reflect our community, and to keep us open to new ideas and influences
- We collaborate actively with each other, and with others outside the company

Custodianship

We hold in trust for future generations the rich legacy of The Australian Ballet's history, its present and its future viability.

- We advocate for the art form as being a stimulating, moving and entertaining part of our culture
- We serve the interests of the organisation, ensuring dynamism and sustainability into the future
- We are committed to developing audiences for ballet, and for the arts generally, through our performances as well as educational activities

Professionalism

Our contributions to the workplace are characterised by integrity, commitment and mutual respect. This creates an environment in which we can all excel.

- We strive for excellence in all that we do, and continuous improvement in every area of the organisation
- Through our actions, we all contribute to a working environment that is harmonious, collaborative, productive and fun
- At all times, we act responsibly and safely, exercising sound judgment, complying with all relevant standards and requirements, and maintaining a high level of accountability to our stakeholders
- As a flagship Australian arts organisation, we are leaders, collaborators and mentors in our industry, and in the community generally



Position Description

POSITION TITLE: DATABASE ADMINISTRATOR – Fixed Term Contract 4 months

1. KEY ROLE:

The Database Administrator is responsible for developing and maintaining an effective commercial database. The objective is to ensure a single complete and accurate record per customer which tracks each interaction with The Australian Ballet and allows a complete customer lifecycle to be reported on individually and incorporated into broader database analysis.

This role works with departments across the organisation to build customer loyalty and yield, and to develop relationships of mutual value to the customer and the organisation. This is a non-touring position within the company.

2. CULTURE / ENVIRONMENT:

The Market Department is responsible for the Ballet's main commercial operations. It comprises the marketing, media relations, corporate relations, CRM and customer services departments and includes publications and merchandising.

The Ballet conducts successful subscription seasons each year in Sydney and Melbourne. It performs five seasons in each of these cities annually, as well as annual touring to other state capitals (generally one season each per year) and regionally to various centres via its subsidiary, The Dancers Company. The company's output means a pacey and diverse business environment, characterised by many competing deadlines, and challenges peculiar to each ballet and location.

The Ballet's administration offices, production department, music department and rehearsal studios are located at The Primrose Potter Australian Ballet Centre, 2 Kavanagh Street, Southbank, Victoria. The Sydney office is located at 10 Hickson Road, The Rocks, NSW. The Australian Ballet performs on a regular basis in Arts Centre Melbourne, and the Sydney Opera House as well as other interstate venues. The Company also tours overseas.

3. SPECIFIC ROLES AND RESPONSIBILITIES:

3.1 Systems Management

- Maintain and enhance a centralised database that will service the business requirements of all internal users
- Facilitate the integration of Tessitura with The Australian Ballet's digital platforms – including the corporate website and social media
- Develop and manage internal client relationships to fulfil the purpose of this role
- With the Tessitura Project team, maintain and refine agreed and shared business rules to ensure consistency of use across the organisation and protect the integrity of the database
- With Customer Relationships Manager and IT Manager, monitor protocols for upgrades, issue-resolution, etc.

- Coordinate Tessitura upgrades, including compatibility of all custom reports, procedures and digital interfaces
- With Customer Relationships Manager, maintain and refine protocols and proforma to ensure PCI and audit protocol compliance, as it relates to Tessitura.
- With input from IT, work with relevant external suppliers in order to enable specific development and operational support of new and existing systems
- With the Customer Relationships Manager plan for future IT CRM developments and integrations
- Develop and maintain formal monitoring of internal clients' needs

3.2 Database Management

- Operate the CRM system, including management of system tables, ensuring database integrity with clean and accurate records maintained through scripting and scheduled jobs, in order to maximise the system's benefit to the organisation
- Ensure all PCI, audit and business security protocols are met in relation to the CRM system
- Be a "power user" of the CRM platform and, as required, deliver training and systems support on the CRM platform to departmental power users.
- Facilitate and where required assist in the delivery of data, list extractions and reports for marketing, corporate relations, public programs, audience research, philanthropy, merchandise, communications, sales analysis and other purposes as required
- Facilitate and oversee the ongoing importation of third party customer data and coordinate data collection from venue box offices and third party sellers as required.
- Provide systems analysis and solutions for application and database development
- Investigation and integration of data hygiene programs and tools

3.3 Reports and Analysis

- Support users in developing detailed briefs for the development of new reports refinement of existing reports or custom processes
- Work with users to provide templates of reports that will enable users to self-generate reports required regularly
- Provide advanced reporting, segmentation and data mining
- As required, develop SQL programs for customised reports or processes or work with a SQL programmer in developing these

3.5 Other duties

- Keep abreast of industry developments. Research, recommend and help design new procedures, methods and technologies as they become available
- Undertake any other duties as reasonably requested by the Customer Relationships Manager

4. **PREFERRED QUALIFICATIONS AND EXPERIENCE:**

- Advanced Tessitura knowledge – highly desirable
- Extensive experience in operating CRM and database software programs – essential
- SQL transact knowledge - essential
- HTML and web API knowledge and experience in Tessitura/web integration – desirable
- SSRS report writing skills – desirable
- Understanding of C+ and interceptors - desirable

5. **ATTRIBUTES:**

To successfully fulfill the roles and responsibilities as outlined above, the Database Administrator should demonstrate the following skills, knowledge and personal qualities:

- High level understanding of industry standards and process methodologies
- Analytical skills

- Ability to identify implications of decisions
- Planning and organisational skills
- Ability to prioritise tasks
- Ability to communicate complex processes and concepts
- High work standards
- Sound knowledge of arts organisations and the arts environment
- Good interpersonal and communication skills
- Attention to detail and accuracy
- Calm
- Flexible
- Supportive
- Lateral thinker
- Problem solver

6. KEY PERFORMANCE INDICATORS:

- Clean, accurate database from which reports and lists can be extracted and which is capable of being segmented for the business requirements of internal clients
- Accurate and timely data extractions, analysis and issue resolution
- Timely communication of unresolved training, systems or database compliance issues that require resolution at a senior level

7. FEEDBACK AND ANNUAL PERFORMANCE REVIEW:

Feedback from the Customer Relationships Manager throughout the year should be constructive, critical and timely.

The Database Administrator will actively participate in an annual performance review with the Customer Relationships Manager. The review will focus on fulfillment of the Specific Roles and Responsibilities and the achievement of the Key Performance Indicators together with planning objectives for the forthcoming year. The Australian Ballet will support identified resources and training required to achieve the objectives.

8. RELATIONSHIPS:

Reporting to: Customer Relationships Manager

Work team: CRM team
Internal users of CRM system

Key personnel: Reporting & Analytics Coordinator
Marketing & Communications Manager and team
Customer Services Manager and team
Philanthropy team
IT Manager
Corporate Relations team
Finance team
Internal users of CRM system
Suppliers

9. PHYSICAL REQUIREMENTS OF THE POSITION:

Due to the geographic layout and nature of the work the Database Administrator will be required to undertake a diversity of tasks which may require various forms of mobility.

Element	Weight range / activity	Assistance available	Maximum frequency
Undertake administrative tasks including intensive keyboard/computer work	Sitting, reaching, bending, twisting	Ergonomic work stations and training	Daily
Use technology including computer, printer, fax machine, photocopier	Reaching, twisting, stretching, bending	Ergonomic work stations and training	Daily
Undertake manual handling of equipment and materials	Lifting, stretching, carrying, bending	Appropriate storage and handling equipment, and training	Daily

10. DATE: 25 November 2013

Authorised by: Tim Murphy
HR Director



The
Australian
Ballet

SELECTION CRITERIA

Candidates should address the Specific Roles and Responsibilities in their written application. Please include cover letter and resume.

Email applications by close of business on Friday 15th August to:

Ange Park
Human Resources Advisor
The Australian Ballet
jointheteam@australianballet.com.au

The Australian Ballet
Level 5, 2 Kavanagh Street
Southbank Vic 3006