

Customer Analyst

Sydney Symphony Orchestra, The Rocks, Sydney

This is your opportunity to work for one of Australia's major music organisations.

We have been a leader in presenting music in Sydney and around the world for 90 years. We perform and tour with some of the greatest names in symphonic music, performing the most brilliant music across classical and cross-over genres; from the classical to working with contemporary rock and pop artists to live-to-film experiences. And because we believe in music for everyone, we work with communities and schools to get people deeply involved.

The role

We're looking for a Customer Analyst who will provide business insights that will allow us to develop more effective and focussed conversations with our customers. Your insights will contribute to our planning customer experiences - from concert and event design to even more effective communications with improved results.

You will assist the company with driving customer engagement and loyalty while promoting a deeper understanding of our customers across the organisation. Your analytical and statistical skills will help us strengthen our approach to metrics and improve our programs. Over time you will have contributed to an actionable roadmap for further product development.

Ideally you will have the curiosity to get into the back-end of our CRM and ticketing systems and become an expert in data extraction and management

What you will be doing

- Work with a large and complex data set to provide insight into customer trends and behaviours
- Establish an analytical framework that provides pre- and post-campaign insights into advertising effectiveness, media choices and customer outcomes
- Work with the marketing and customer service teams to create test measurement frameworks with a view to achieving better ROI and customer outcomes
- Using measurement frameworks and results, assist in the mapping an improved customer journey, a review of customer segmentation, existing communication flows and product planning
- Create a suite of standard reports that assist each part of the organisation
- Contribute to the further development of data hygiene routines
- Source data from external sources that will assist the company in product design and other business decisions
- Take the lead in identifying segmentation opportunities and incorporating these into the CRM system
- Provide assistance in ongoing CRM system improvements and integrations with third-party software and platforms
- Other duties as required

What we're looking for

- Excellent SQL skills and experience; SSR and SSIS applications
- Experience in database analysis and data extraction techniques

- Excellent attention to detail
- Deep expertise in analytics
- Expertise in the use of visualisation tools such as Qlik Sense
- Experience in hypothesis testing and test-and-learn projects
- Experience in statistical modelling
- Experience in contributing to market research and using data from alternate sources
- Excellent communication skills and an ability to communicate outcomes to a broad audience
- A passion for working with people, the arts and an interest in classical music
- Highest possible ethical standards in all respects of your professional life
- A proven expertise in mathematics and statistics, ideally degree qualified in a STEM field

Apply now

To join the team and be part of a company that's dedicated to pushing the boundaries of symphonic music send us a covering letter and your complete resume and don't forget to let us know about when you might be able to join the team.

Please send an application to recruitment@sydneyssymphony.com by 5pm, Thursday 6 April.

Should you have further questions regarding the role, please contact lynn.mclaughlin@sydneyssymphony.com

Eligibility: The Sydney Symphony Orchestra is an equal opportunity employer; the right to work in Australia; subject to a possible Police Check.

At Sydney Symphony, we are committed to providing a working environment where each individual is valued, respected and supported to progress. Our priority is to ensure culture, policies and processes are truly inclusive and that no-one is disadvantaged on the basis of their Aboriginal and Torres Strait Islander identity, gender, culture, disability, LGBTIQ+ identities, family and caring responsibilities, age, or religion.

The Sydney Symphony Orchestra acknowledges the Traditional Owners of the many lands on which we work and perform. We pay our respects to Elders past, present and emerging.