



Data Specialist

Job Summary

Reports to: Executive Director

The Data Specialist position supports client data collection, data communication, analysis, tracking and reporting of Eugene Ballet's programs and communications. The goal of the data program at Eugene Ballet is to support and enhance communications to deliver increased engagement across all programs. This position is responsible for implementing and maintaining a culture of data excellence within the organization. This requires a high level of collaboration with all departments within the organization and ongoing training and coaching on data collection, processes, and systems.

Essential Job Functions

Impact and Communication

- Quantitative Data Collection: Lead the collaboration effort with staff to implement systems for gathering data related to all program activities, including ticket sales, academy enrollment, donor engagement. Development process to ensure consistency and quality in data collection methodologies.
- Qualitative Data Collection: Implement systems and conduct the gathering of qualitative data related to all program activities, including patron, student, and family satisfaction surveys; lead interview or focus group design and development process.
- Data Analysis: Compile, clean, organize, and analyze program data to create useful summaries for staff, board, and funders.
- Data Communication: Prepare reports for staff, board, or funders on a regular basis to communicate program successes and challenges; create systems for increasing communication and dissemination of outcomes. Provide regular data reports on quality of data inputs to staff. Provide timely access to previous program survey data, provide summary and trends information in that data.
- Analyze data related to website usage and digital marketing initiatives to inform strategic decisions.
- Utilize and manage content management systems (CMS), with a strong preference for experience in WordPress.

Data Collection and Staff Training

- Database Preparation: Prepare current databases (Constant Contact, DonorPerfect, QuickBooks, Studio Director) for planned transition to new CRM (Tessitura).
- Database Management: Manage current and future databases: data input, design features; consult with database vendor; train staff on the proper use of database and data collection. Ensure that the data collection, data systems and resources are available and operating effectively for staff.
- Database User Management: Create queries and reports for regular data questions for staff to access information in real-time.

- Lead Data Entry: Take primary responsibility for managing the data entry process for programs and ensure that staff completes all data entry.
- Data Response Rate Management: Monitor, communicate and report on data input and response rates as a reflection of outgoing communications across all programs and communication platforms. Create method for monitoring data response rate of outward marketing and communications. Communicate with staff on data response rates to discuss challenges and successes with data collection and if changes are needed (training, change methods, systems evaluation, and returns on investment).
- Create and Maintain Standard Operating Procedures: Develop, improve, and upkeep policy and procedure manuals for the logistics of Data, Impact and Evaluation program and reviewing standard operating procedures for specific roles and program data entry.
- Data Quality Management: Develop and oversee the implementation of data quality (both quantitative and qualitative) measurements activities to ensure accurate, consistent, and complete data entry across databases and systems, inform staff of data quality concerns, successes, and process for improvement.
- Database Training: Train all inexperienced staff on databases and best practices for use. Provide written and in-person training. Provide quarterly staff updates on best practices and features of databases, including reports and queries.
- Design and implement role specific training for staff: Data collection, data clean up and analytics.
- Survey Design and Analytics: Train staff on survey design (including survey software), best practices in interpreting data and reviewing survey analytics.
- Proficiency in data analytics tools, with a specific focus on Google Analytics 4 (GA4).
- Demonstrated ability to synthesize complex data and communicate actionable insights to internal stakeholders and team members.
- Experience in creating reports and presentations that translate data into meaningful, easily understood recommendations.

Team Development/Management

- Recruit and manage a data support team, including staff, board members, contractors, interns, and volunteer talent, to support the increased collection and evaluation of essential data.
- Promote a culture of high performance and continuous improvement that values learning and a commitment to quality.
- Mentor and develop staff using a supportive and collaborative approach on a consistent basis.

Compensation and Benefits

- Full-time exempt salary of \$45,000 - \$55,000 annually, commensurate with experience.
- Employer sponsored health insurance.
- Dental Insurance
- 403b Retirement plan with employer match.
- Seven paid holidays
- Paid Vacation



Application Process

Please submit application materials via e-mail to josh@eugeneballet.org or by mail at:

Midtown Arts Center
Attn: Josh Neckels
174 East 16th Avenue
Eugene OR 97401

Application materials must include:

- Cover letter describing experience.
- Resume
- Contact information for three professional references.

If you think you might be the perfect fit for us, then let's start the conversation and see if Eugene Ballet is your ballet.

