

Position: Advancement Services and Analytics Specialist

Reports to: Vice President of Advancement

Direct Reports: None

Indirect Reports: None

Status: Full-time, Exempt

Location: On site in Houston, TX, with flexibility for occasional remote work

Schedule: General business hours with occasional nights and weekends

The **Advancement Services and Analytics Specialist** is the in-house expert for all constituent data and systems, refining the Hobby Center's understanding of our constituents and leveraging data from across the organization to track and measure performance, identify trends, and drive patron engagement, loyalty, and financial investment. You'll play a key role in supporting revenue generation and ensuring the effective management of donor relationships and audience development. Your insights and recommendations will help shape fundraising and marketing strategy to achieve the Hobby Center's mission and strategic goals. As a cross-functional team member, you'll nurture the flow of information and ideas across multiple areas with a holistic focus on constituent journeys, relationships, engagement, and loyalty.

You Are

- Endlessly curious, with the ability to hone in on actionable insights that move the needle.
- A creative problem-solver with excellent analytical, technology, and communication skills.
- Resourceful, proactive, and mission-driven.
- A systems-thinker and system builder invigorated by complex challenges.
- Able to define and accomplish your work independently and as part of a collaborative team.
- Motivated and inspired by using data to help build relationships and deliver incredible arts experiences.

We Are

- A vibrant performing arts center in downtown Houston offering a huge range of arts and entertainment experiences.
- A connector, convenor, and incubator for all Houston audiences, artmakers, and arts organizations.
- An established, stable nonprofit organization engaged in an exciting period of growth and transformation.
- Committed to creating a welcoming, inclusive workplace that embraces diversity of people and ideas and fosters a sense of belonging.
- A high-performance culture that is supportive of your professional growth and ability to work in a sustainable, empowered way.

Position Functions and Responsibilities

Data Management and Analysis:

- Develop and maintain a comprehensive program for constituent data management in alignment with best practices for fundraising and arts marketing.
- Proactively gather, analyze, interpret, and present data from various sources to help shape strategy and guide decision-making across functional areas.
- Create and maintain dashboards that easily communicate key data points and metrics.
- Analyze campaign effectiveness and targeting to optimize revenue, engagement, and loyalty.

Technology Systems Management:

- Oversee the evaluation, planning, implementation, and maintenance of data and technology infrastructure to support marketing and fundraising activities.
- Serve as a system expert and administrator for all patron-related technology systems.
- Document key system functions and processes and support staff onboarding and training.

Gift and Pledge Management:

- Ensure timeliness and accuracy of all aspects of gift and pledge management.
- Process donations, prepare acknowledgment letters, and ensure accurate record-keeping.
- Track and maintain open pledges, generating reminders as needed.
- Streamline and document gift entry and acknowledgement processes.
- Serve as a primary liaison with the finance team, supporting reconciliation, reporting, and audit processes.

Fundraising and Marketing Support:

- Generate and interpret regular reports on marketing and fundraising performance and trends.
- Facilitate market and constituent research to identify opportunities for growth and improvement.
- Generate leads, prospects, data, and lists for key programs and campaigns.
- Help develop strategies and processes that move prospects toward conversion, loyalty, and advocacy.
- Conduct donor prospect research and create donor profiles for frontline fundraisers.
- Oversee donor portfolio and moves management system.

Collaboration and Growth:

- Build resources and networks for success and collaboration both internally and externally.
- Seek professional growth in the field of performing arts relationship management, revenue generation, and associated data and processes.
- Along with other members of the advancement team, represent the Hobby Center at performances and donor events and provide support as needed.
- Regularly attend Hobby Center presented programming.

Responsibilities may be modified to meet evolving organization needs and opportunities as well as the employee's goals and strengths.

Requirements

- Experience, education, training, or strong demonstrated interest in data management and analysis
- Discretion when handling confidential information
- Excellent project management skills and proven capacity for successfully balancing tasks and priorities to meet concurrent deadlines
- Ability to work at a desk (sitting or standing) and computer for extended periods of time
- A positive, collaborative approach to work and an enterprising spirit
- Passion for the Hobby Center's mission and desire to play a vital role during a transformational period of growth

The Hobby Center's core business is live performances. Evening and weekend events are central to our operation and all employees understand that their duties may require them to be on site at these times and interface with the public.

Ideal Skills and Experience

- Expertise in advanced data manipulation and analysis via Excel and other tools
- Strong understanding of donor needs and interests as well as common fundraising processes and best practices
- Prior experience in the performing arts or live entertainment sectors

- Familiarity with performing arts subscription models and campaigns and patron loyalty programs
- Prior experience with relevant CRM systems (Tessitura and Ticketmaster a plus)
- Proven ability to use data and metrics to surface new insights, validate assumptions, and develop cases
- Experience designing and deploying effective tools to gather actionable constituent data and feedback
- Confidence in a variety of business and social settings and with a wide range of people and positional power

Attitudes and Behaviors We Value

- Embracing a spirit of ongoing growth and learning
- Employing direct, open communication and conflict resolution
- Managing work independently and increasing ownership over time
- Supporting colleagues and partners to achieve collective success
- Strengthening awareness and interrogation of our individual biases
- Celebrating our own and others' wins, big and small
- Contributing to a nimble team with a broad scope of work
- Engaging through a lens of opportunity

Compensation

The Hobby Center offers a competitive compensation and benefits package including medical, dental, and vision insurance, a 403b savings plan with matching employer contributions, and paid time off. The anticipated hiring range for this position is \$65,000 to \$75,000. Annual performance-based bonuses are possible but not guaranteed.

Interested candidates should submit a cover letter and resume at <https://www.thehobbycenter.org/about/jobs/>.

The Hobby Center is dedicated to building an inclusive, diverse, equitable, and accessible workplace.

Thinking about applying but not sure if you're qualified? If you match several elements of the description or believe you have applicable skills, please apply! If you're excited about this role but your past experience doesn't align perfectly with the job description, we encourage you to tell us in your materials why you think you're a good fit for this specific job at the Hobby Center. You may be right!

About The Hobby Center

The Hobby Center for the Performing Arts deepens understanding of our shared humanity. We serve as a connector, convenor, and incubator for all Houston audiences, artmakers and arts organizations. By presenting engaging performances and educational programs, we strengthen our sense of belonging to shape a more cohesive and connected Houston community. Opened in 2002, the Hobby Center campus houses two theaters including the 2,650-seat Sarofim Hall and the 500-seat Zilkha Hall. Delivering a best-in-class patron experience, the Hobby Center welcomes over 500,000 audience members each season to engage with high-quality arts programming including the Memorial Hermann Broadway at the Hobby Center series. The Hobby Center is also home to a full season of musical theatre produced by Principal Resident Company Theatre Under the Stars, as well as a variety of diverse performances from both Houston-based and touring artists and companies. Education and accessibility initiatives are central to the Hobby Center's impact in Houston through programs like the ExxonMobil Discovery Series that welcomes thousands of students to free performances annually.