



Job Posting: CRM Specialist

The National WWI Museum and Memorial is America's museum dedicated to remembering, interpreting and understanding the Great War and its enduring impact on the global community.

Job Summary: The CRM Specialist will be a champion of the system and a key point of contact for support. Data cleansing, data enrichment, ticketing/admissions configuration and training users on best practices will be vital parts of this role. The Tessitura CRM Specialist will also identify areas for improvement within current business processes and with guidance will research, document and implement business improvement solutions.

This is a full-time, hourly, non-exempt position. Workdays and hours are Monday through Friday, 8:30 am to 5 pm. Position requires sharing weekend on-call responsibilities to advise on infrequent issues experienced by Front of House staff and supporting the museum's 2 annual fundraising events.

The incumbent is expected to embrace the National WWI Museum and Memorial's stated mission and core values and demonstrate support for them through professional interactions and performance of job duties.

Responsibilities:

- Maintain the CRM (Tessitura) constituent effectiveness for record organization, optimum tool efficiencies and correct representation of constituent's demographic data. This includes NCOA updates, marketing list updates, and updates to email and contact permissions.
- Configure Admissions Ticketing and work with key stakeholders on all aspects, including facility creation, performances/admission dates, pricing, pricing rules and pricing rule sets, discounts and comp passes.
- Responsible for all aspects of gift processing for memberships and annual giving, ensuring incoming gifts are entered into and acknowledged from the Tessitura CRM system according to established policies and procedures within one week of receipt.
- Assist the Senior CRM Manager with leadership-requested and approved CRM projects from concept through implementation. This includes need assessment, requirements gathering, cost analysis, configuration, documentation, job aids and training.
- Provide support for the organizational dashboard in Tableau
- Train new and existing database users, as needed, regarding task processes and software enhancements.
- Create and run reports, mailings and exports to support various departments, producing lists, letters, labels, etc. routinely and as needed.
- Coordinate with the finance team to ensure gift and ticketing data is properly coded and reconciled with the accounting system.
- Support virtual programming efforts through set up and execution of Tessitura Order Imports in order to accurately report on off-site attendance.
- Assist in monitoring merchant activity, processing refunds and resolving customer-sourced disputes.
- Participate in testing upgrades to Tessitura software, peripheral devices and integrations.
- Must be able to participate in weekend on call rotation schedule.
- Perform other duties as assigned.

Education and Experience:

- Bachelor's degree or equivalent work-related experience.
- Knowledge of Tessitura or other CRM software or experience with ticketing/fundraising software is preferred.
- Self-directed, flexible in responding to changing needs, and multi-task while maintaining a high level of attention to detail and accuracy.
- 3+ years database experience with advancing responsibilities.



Job Posting: CRM Specialist

- Excellent organizational skills, able to meet deadlines.
- Excellent verbal and written communication skills with the ability to communicate effectively with a diverse group of donors, volunteers and staff.
- Able to work independently and be a part of fast-paced, performance-driven team.
- Professional manner and positive disposition.
- Commitment to maintain confidentiality of information, records and materials.
- Proficient in Microsoft Office products.

Must show proof of being fully vaccinated for COVID-19, to work safely with staff, volunteers, and guests in the Museum and Memorial. Applicants who become fully vaccinated by their start date will also be welcome.

Work Environment: *This job operates in a professional office environment. This role routinely uses standard office equipment, such as computers, phones, photocopiers, filing cabinets, fax machines, point of sale computer equipment.*

Physical Demands: *The physical demands described here are representative of those that must be met by an employee to successfully perform the essential functions of this job. While performing the duties of this job, the employee is regularly required to talk and hear. This position can fluctuate between a sedentary role or is very active one that requires standing, walking, bending, kneeling, stooping, crouching, crawling, and climbing or balancing many times throughout the day. The employee must frequently lift and/or move up to 15 pounds and occasionally lift and/or move up to 25 pounds. Specific vision abilities required by this job include close vision, distance vision, color vision, peripheral vision, depth perception and ability to adjust focus.*

The above statements are intended to describe the general nature and level of work being performed by employees assigned to this job. They are not intended to be an exhaustive list of all responsibilities, duties, skills, or working conditions.

The National World War I Museum and Memorial is an equal opportunity employer.

The National WWI Museum and Memorial is an equal opportunity employer and complies with all applicable federal, state, and local fair employment practices laws. The Museum and Memorial strictly prohibits and does not tolerate discrimination against employees, applicants, or any other covered persons because of race, color, religion, creed, national origin or ancestry, ethnicity, sex (including pregnancy), gender (including gender nonconformity and status as a transgender or transsexual individual), age, physical or mental disability, citizenship, past, current, or prospective service in the uniformed services, genetic information, sexual orientation, familial status, marital status, or any other characteristic protected under applicable federal, state, or local law. All Museum and Memorial employees, other workers, and representatives are prohibited from engaging in unlawful discrimination. This policy applies to all terms and conditions of employment, including, but not limited to, hiring, training, promotion, discipline, compensation, benefits, and termination of employment. The Museum and Memorial complies with the Americans with Disabilities Act (ADA), as amended by the ADA Amendments Act, the Missouri Human Rights Act (MHRA), and all applicable state and local laws. Consistent with those requirements, the Museum and Memorial will reasonably accommodate qualified individuals with a disability if such accommodation would allow the individual to perform the essential functions of the job, unless doing so would create an undue hardship. If you believe you need an accommodation, refer any such request to the Human Resources department. The Museum and Memorial also will, where appropriate, provide reasonable accommodations for an employee's religious beliefs or practices.

Salary and Benefits: The National WWI Museum and Memorial offers a competitive salary with an excellent benefit package, including: pre-tax/Roth 401(k) matching programs; museum contribution plan; health, dental, vision, life with



Job Posting: CRM Specialist

AD&D, and short- and long-term disability insurance, Section 125 flexible benefits; paid holidays, paid time off leave.

Application Instructions and/or Questions:

Please send your resume, salary requirements and cover letter to:

Human Resources

National WWI Museum and Memorial

2 Memorial Drive

Kansas City, MO 64108

Email: human-resources@theworldwar.org

NO PHONE CALLS PLEASE.

Review of applications begins immediately and continues until the position is filled. By submitting your application, you authorize us to conduct reference checks and a review of available public information. Employment is contingent upon background and reference checks that the Museum and Memorial determines is acceptable.