

## **The Los Angeles Philharmonic Association is currently seeking an: Associate Director, Audience Growth & Engagement**

Founded in 1919, the Los Angeles Philharmonic Association presents, and promotes the performing arts in its varied forms at the highest level of excellence to a diverse and large audience, at Walt Disney Concert Hall, the Hollywood Bowl, and The Ford.

### **Position Summary:**

The Associate Director, Audience Growth & Engagement, reporting to the Director of Sales & Customer Experience, manages the group that develops research projects and data analysis for all LA Philharmonic presentations at Walt Disney Concert Hall, The Ford and the Hollywood Bowl, identifying trends and preparing reports including recommendations for use in long term strategic planning. The position also implements targeted marketing efforts to increase retention and expand loyalty to the Los Angeles Philharmonic.

### **Position Elements:**

- Utilize historical results and trends to develop first draft of the division's annual income budget and long-range financial projections. Update forecast quarterly.
- Support Director by managing team developing revenue management/pricing scenarios that support projections for all orchestra concerts and presentations.
- Oversee ongoing, in-depth analysis of current sales, historical sales and market trends to support Director in development of sales planning. Ensure that data is updated daily.
- Ensure weekly reports on sales trends are distributed.
- Develop research efforts targeted at patron satisfaction, retention and loyalty for Walt Disney Concert Hall, The Ford and the Hollywood Bowl.
- Create and maintain an ongoing loyalty plan that leads to increased patron response to marketing efforts and subscription campaigns.
- Collaborate with the Marketing team to ensure customer retention strategies are in place for the Walt Disney Concert Hall and Hollywood Bowl subscription, 5 or More, CYO and Single Ticket sales campaigns.
- Manage and report on research initiatives, diversity, equity and inclusion efforts as well as audience insights including annual research projects and research schedule.
- Liaise with the Development, Artistic and Education Departments to provide insights to support their efforts.
- Directly supervise, manage, coach and appraise support staff to ensure maximum accuracy, efficiency and service.
- Monitor marketing expenses for each concert/presentation.
- Ensure list management efforts are appropriately targeted and directly support established sales goals.
- Ensure timely and accurate delivery of daily and weekly sales reports.

### **Position Requirements:**

- B.A. or B.S. in business, marketing/sales, communications or related field, MBA preferred
- Minimum of 5 years' experience in marketing or marketing/sales.
- Minimum of 5 years' experience in market research and analysis.
- Minimum of one year experience in the ticketed events field.
- Minimum of 3 years' experience in supervision.

- Must have extensive computer skills including Microsoft Office suite
- Must have excellent communication skills, both verbal and written
- Must be a self-starter with the ability to work with teams in a fast-paced, goal-oriented environment
- Must have the ability to multi-task and work within deadlines
- Secondary language fluency a plus
- Dedication and commitment to engage in and promote diversity, equity, and inclusion within the staff, vendors, and within interactions with the surrounding community is a must
- Available to work flexible hours including evenings and weekends as needed.
- Ability to remain seated at computer for extended periods.

### **COVID Workplace Safety Requirements**

This position will require you to interact with employees, patrons, vendors and others who may or may not be vaccinated or recently tested. You will be required to wear personal protection equipment (PPE) required by the LA County Department of Public Health protocols and the LA Phil. You agree to comply at all times with the LA Phil's COVID-19 Prevention Plan, including testing and vaccination requirements.

### **How to apply:**

Complete the online application by clicking [here](#).

- Complete the application with all pertinent information.
- At the end of the application, a confirmation page will appear when your submission has been successful

The Los Angeles Philharmonic Association will consider for employment qualified Applicants with Criminal Histories in a manner consistent with the requirements of the FCIHO.

### **EQUAL EMPLOYMENT OPPORTUNITY POLICY**

The Los Angeles Philharmonic Association embraces and is committed to diversity and inclusion within our staff, musicians, guest artists, audiences, and surrounding communities. The Association does not discriminate on the basis of race, color, religion, religious creed (including religious dress and religious grooming), sex (including pregnancy, perceived pregnancy, childbirth, breastfeeding, or related medical conditions), sexual orientation, national origin, ancestry, citizenship, age, physical or mental disability, legally protected medical condition or information, genetic information, marital status, gender, gender identity, gender expression, military status, veteran status, or any other basis protected by federal, state, or local law. Consistent with the law, the Association also provides reasonable accommodation for disabled applicants and employees in accordance with the Americans with Disabilities Act (ADA) and the California Fair Employment and Housing Act, for pregnant employees who request an accommodation with the advice of their health care providers, for pregnancy, childbirth or related medical conditions; for employees who are victims of domestic violence, sexual assault or stalking; and for applicants and employees based on their religious beliefs and practices.