

The **Los Angeles Philharmonic Association** is looking for a
Associate Director, Digital Marketing Technology

Founded in 1919, the Los Angeles Philharmonic Association's mission is to perform, present, and promote music in its varied forms at the highest level of excellence to a diverse and large audience, both at the Walt Disney Concert Hall and the Hollywood Bowl. The Los Angeles Philharmonic Association is dedicated to continuing its pre-eminent status in the music world of the 21st century.

Position Summary:

The Associate Director, Digital Marketing Technology, reporting to the Director, Audience Strategies & Insights, is a key member of the LA Phil's Marketing & Communications division, overseeing web systems and digital technology for the organization. This role is responsible for the development of, and tactical planning for, website and app projects that express the LA Phil's mission and connect our programming with new and existing audiences via the organization's digital channels.

Position Elements:

- Strong business analysis and technical understanding of LA Phil's customer-facing digital properties
- Oversee the development of websites and the systems to manage digital properties and marketing activities such as CMS, Email, Content Management, and Mobile Messaging
- Provide technical support to all digital experiences, including websites, mobile apps, e-commerce, social media, email marketing, digital archives, content strategy, digital advertising and on-site customer experiences
- Work closely with Director, Audience Strategies & Insights to develop and align digital strategy needs and functionality with organizational goals and positive consumer experiences, including automated marketing messages that enhance the consumer's relationship with the organization
- Conduct and manage QA testing during the iterative development process and prior to product launches
- Improve systems integrations with an eye toward tracking the consumer journey and ensuring that systems are enabled to provide Analytics teams with the data on attribution of all marketing activities where possible
- Manage and continually investigate the development of unique and special digital experiences utilizing new technologies such as VR, AR and/or AI machine learning
- Ensure that all digital marketing platforms are operating at optimal levels and serving the organization's needs across all departments
- Managing resources, schedules and project scope for the successful release of new digital functionality and continual improvements of existing functionality
- Demonstrates a solid understanding of "best practices" in key production process areas such as requirements, data workflow, coding integration, quality assurance and ongoing website maintenance

- Seamless, proactive collaboration with other departments in and out of Marketing, to ensure web-related needs are met across the organization.
- Manage a team of 3 including Digital Producer, Digital Operations Manager and Digital Coordinator
- Develop and manage departmental budget

Position Requirements:

- 5+ years' experience in digital marketing technology with project manager experience in cross-device web development.
- Bachelor's Degree
- Expertise and knowledge of the following digital marketing technology and activities: data management platforms, attribution modeling, email marketing, automated marketing systems, content management systems and complex website development projects
- Knowledge of and experience with CRM systems and databases, preferably Tessitura and Salesforce
- Extensive knowledge of and experience with CMS systems, preferably Django, Drupal and SilverStripe
- Extensive experience using Google Analytics including an understanding of Google Tag Manager
- Working knowledge of social media properties and functions including Facebook Ad Manager.
- Strong expertise in modern JS development
- Experience with Git and Github-based version control and project management
- Understanding of information architecture and user experience design.
- Experience managing a team and fostering employee excellence
- Experience being an interface between technical and non-technical teams.
- Experience managing third-party technology providers
- Experience in managing departmental planning, workflow process and budgets
- Excellent communication skills with the proven ability to engage and collaborate with, and gain support from, internal and external stakeholders at all levels of the organization

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

It is the Los Angeles Philharmonic Association's policy to provide equal employment opportunity for all applicants and employees. 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.