

**The Los Angeles Philharmonic Association** is looking for a  
**Director, Content**

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 Director, Content, reporting to the Vice President, Marketing, provides editorial direction and oversight of branded and editorial content produced by the Los Angeles Philharmonic. This position is instrumental in telling the many stories of the LA Phil and Hollywood Bowl, primarily through digital content deployed in campaigns on social media platforms and the LA Phil website and app. The Director, Content takes a holistic view of the organization in forming an overall, institutional content strategy that seeks to more deeply engage audiences.

**Position Elements:**

- Provides strategic editorial direction and oversight of digital and physical consumer-facing content produced by the LA Phil, including branded and editorial videos, program books, and other major print and digital media such as exhibits and displays, books, and recordings
- Strategically interfaces inter- and intra-departmentally to create content for wide-ranging content and microtargeting campaigns on social media platforms for presentations, education initiatives (including YOLA), special projects, festivals, occasions
- Researches, strategizes, and executes campaigns to engage with known and new audiences using current and emerging social trends to deeply engage audiences, including but not limited to the creation of content for executive communications and programs for patron loyalty, customer experience, and donor relations
- Works with internal and external content producers to develop on brand materials focused on the overall institutional priorities
- Optimizes the alchemy of audience, content, and media, ensuring these maintain the voice of the LA Phil and maintains overall brand integrity
- Oversees and approves the creation of all copy that accompanies content created that reflects brand strategy, provides institutional knowledge, and resonates with the intended target audience
- Maintains and advises on current and future trends in marketing, digital journalism, and social trends to adjust and expand institutional messaging as needed
- Act as a thought partner on the senior communications team, advising on strategic marketing to heighten global exposure
- Utilizes campaign metrics to refine content strategy as necessary.
- Creates and maintains content calendar
- Other projects and duties as assigned

### **Position Requirements:**

- 8-10 years minimum proven experience producing strategic, content driven marketing materials
- Demonstrate ability to think strategically about the institutional narrative and audience engagement
- Strong content portfolio demonstrating the ability to cover a wide range of arts and arts education subjects
- Must be detail-oriented with strong time management skills and a proven ability to lead teams of various sizes, while working in a fast-paced environment
- Excellent written and verbal communication skills
- Experience in Digital Journalism background is preferred
- Experience with or knowledge of classical music is a plus
- Knowledge and understanding of google tags and social media platforms
- Proven transmedia editorial and narrative skills with the ability to align messaging across multiple channels and platforms

### **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.