

## **The Los Angeles Philharmonic Association is currently seeking a: Manager, Audience Growth and 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:**

Reporting to the Associate Director, Audience Strategies and Analytics, the Manager, Audience Growth and Engagement implements marketing efforts to grow sales, increase retention, and expand loyalty to the current and future patrons of the Los Angeles Philharmonic.

### **Position Elements:**

- Develop research efforts and events targeted at patron satisfaction, retention and loyalty for Walt Disney Concert Hall, the Hollywood Bowl, and The Ford.
- Design and maintain an ongoing loyalty plan while managing a budget that leads to increased patron response to marketing efforts and subscription campaigns.
- Manage and report on research initiatives and audience insights including annual and ad-hoc research projects.
- Collaborate with the Marketing team to ensure customer retention strategies are in place for the Walt Disney Concert Hall and Hollywood Bowl subscription and Single Ticket sales campaign via direct mail, email, and digital campaigns.
- Build local outreach lists including, but not limited to, schools/colleges, and cultural institutions.
- Liaise with the Philanthropy, Artistic and Learning Departments to provide analytics to support their efforts.
- Manage relationships and set-up for promotional efforts and Third-Party partners.
- Deliver weekly/monthly reports on ongoing efforts.
- Ensure expense invoices are processed correctly and in a timely manner.
- Other duties may be assigned

### **Position Requirements:**

- B.A. or B.S. in business, marketing/sales, communications, or related field.
- Minimum of two years experience in marketing and sales.
- Minimum of two years experience in event planning.
- Minimum of two years experience in the ticketed events field.
- 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
- Tessitura CRM experience is a plus
- Available to work flexible hours including evenings and weekends as needed.
- Ability to remain seated at computer for extended periods
- 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
- Secondary language fluency is a plus

## **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.