

The Los Angeles Philharmonic Association is currently seeking a: Senior Manager, Revenue Strategies & Analytics

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 Senior Manager, Revenue Strategies & Analytics works closely with the Senior Director, Sales & Customer Experience and the Associate Director, Audience Growth & Engagement to implement strategic marketing efforts to grow sales, manage the Marketing & Communications budget and revenue goals, and provide analytical support to the Los Angeles Philharmonic Association.

The Senior Manager, Revenue Strategies & Analytics will be tasked in finding ways to increase the efficiency and effectiveness of marketing activities in the organization and to increase the collection and analysis of data analytics and decision-making capabilities.

Position Elements:

- Develop and implement strategies to increase sales and revenue potential.
- Oversee the process for data analysis that results in actionable findings to be used across the organization.
- Track and analyze results of all marketing channels including direct marketing, digital marketing, social and website traffic.
- Manage and forecast the Marketing & Communications Department expense budget.
- Work with Associate Director, Audience Growth & Engagement and Senior Director, Sales & Customer Experience to create and monitor the pricing structure including implementing dynamic pricing and discount strategies.
- Manage revenue forecasting tools to ensure accurate and timely analysis of sales trends.
- Update revenue and ticket forecasts quarterly for Walt Disney Concert Hall, The Ford and the Hollywood Bowl.
- Liaise with the Philanthropy, Artistic and Learning Departments to provide analytics to support their efforts.
- Seamless, proactive collaboration with other departments in and out of Marketing & Communications, to ensure revenue and analytics needs are met across the organization.
- Work with Finance, IT, Sales and vendors to improve systems integrations to provide Marketing teams with the data on attribution of all marketing activities where possible.
- Analyze reports and make recommendations to increase sales.
- Present sales analysis and recommendations.
- Assist in creating sales reports as needed

Position Requirements:

- B.A. or B.S. in business, marketing/sales, communications or related field, MBA preferred
- Must have extensive computer skills including Microsoft Office suite
- 4+ years related experience preferred

- 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
- Must be positive, hardworking and strategic
- 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.