

LOS ANGELES CHAMBER ORCHESTRA
JOB DESCRIPTION: DIRECTOR OF MARKETING

This senior leadership position will have the opportunity to work collaboratively in guiding LACO toward the achievement of its strategic goals: to position the Orchestra as an indispensable community resource; to present programs that diversify, expand, and strengthen the LACO community; and to establish a stable financial foundation on which to build the next 50 years of world-class artistry. In addition to bearing responsibility for ticket revenue, the Director of Marketing will join the Director of Development and Executive Director in driving LACO's overall post-pandemic revenue recovery and growth. Historically, over two thirds of LACO's total revenue comes from contributions, and LACO's next Marketing Director understands that the ability of the organization to attract and retain donors is heavily reliant on the successful efforts of the Marketing Department beyond just selling tickets. Additional responsibilities include leading the marketing and communications teams, building on LACO's industry-leading digital programming, and collaborating closely with the Development and Production Departments to oversee all outward-facing communication.

Qualifications

The successful candidate is an optimistic, strategic, collaborative, creative, curious, results-motivated marketing professional with fastidious attention to detail and a demonstrated ability to create and implement a plan toward successful outcomes. They will have extensive experience with marketing concerts & events, strong written and verbal communication skills, and comprehensive digital marketing strategy experience including social media, paid advertising, and email. They will have an affinity for classical music but love music of all kinds and seek others with whom to share it. They're self-motivated, organized, data-driven, follow industry trends, and have a proven ability to independently and creatively solve problems. They have an entrepreneurial streak and are excited by the opportunities presented by change and innovation. They should exemplify strong project management skills and be motivated by working in a small, fast-paced work environment. Applicants should have at least eight years of marketing experience and should demonstrate increasing responsibility in previous positions. Familiarity with Los Angeles and willingness to travel throughout the region is a plus. Helpful but not required: experience with social media content creation, working knowledge of Office360, G-Suite, PatronManager, SalesForce, Adobe Creative Suite, Slack, WordPress, EMMA or similar email marketing platforms.

Position Responsibilities

- Accountable for departmental revenue goals totaling between \$900,000 and \$1MM annually (pre-pandemic), including subscription and single-ticket sales, merchandise sales, and inbound advertising
- Develop and execute an annual Marketing Plan in alignment with the LACO strategic plan to reach overall organizational revenue goals
- Lead a team of four full-time employees (one split with Production), PR consultant, and web-design consultant
- Set and manage Marketing Team workflows and goals
- Create and monitor annual Marketing budget of approximately \$400,000, in consultation with Dir. of Finance
- Manage the design and production of print, digital, and physical collateral, including brochures, program books, mailings, inserts, posters, website, ads, billboards, emails, social media, print mailings, fundraising materials, and branded merchandise
- Responsible for maintaining institution-wide brand consistency
- Occasional copy writing and proofreading
- Other duties as assigned

This full-time, exempt position reports to the Executive Director. Salary commensurate with experience.

The Los Angeles Chamber Orchestra is proud to be an equal opportunity employer. We encourage applications from diverse candidates, and we are committed to the creation of an inclusive work environment for all employees. We will not discriminate and will take affirmative action measures to ensure against discrimination on the basis of race, color, gender, gender expression/identity, national origin, age, religion, creed, disability, veteran's status, criminal conviction, or sexual orientation.

Interested applicants should send cover letter, resume, and references to info@laco.org.
Application review begins immediately; applications will be accepted until position is filled.

THE ORGANIZATION:

LACO was organized in 1968 to create a forum for classical collaboration among the top commercial musicians working in Hollywood's film and recording studios. Its mission is to enrich and connect its community through intimate and transformative musical experiences that exemplify and foster artistic excellence, education, and innovation. From its inaugural performances in 1969 under Sir Neville Marriner, LACO became known as a first-rate interpreter of baroque and classical repertoire, and a champion of contemporary composers. Under the dynamic leadership of L.A. native Jeffrey Kahane, who ended his 20-year tenure as LACO's Music Director in 2017, the 40-member orchestra expanded its programming and now performs regularly at venues across L.A. County. LACO's sixth music director, Jaime Martín, started his inaugural season in September 2019. When Martín conducted the Orchestra in April 2019, giving LACO's musicians and audience a sneak peek of his upcoming tenure, Mark Swed, classical music critic of the *Los Angeles Times* wrote, "This was a thrilling performance, and the Orchestra played like it was having the time of its life."

Throughout the pandemic, LACO has emerged as a national leader in the creation and distribution of unique and innovative digital content, most notably through the online series *Close Quarters*. With episodes released bi-monthly, the series' "digitally native" programs were created specifically for streaming and hailed as "musically and artistically compelling" (*Los Angeles Times*). To date, *Close Quarters* has drawn over than 1.5 million views since debuting in November 2020. Between 30 and 40 minutes in length, they are safely filmed at either FOX studios or The Colburn School's Olive Rehearsal Hall. Inspired by the Orchestra's musical programming, artists from diverse disciplines and backgrounds create new visual works in a variety of mediums that will factor into the broadcasts and endure long after the season concludes. Offered on YouTube at no cost, *Close Quarters* builds upon the highly successful LACO SummerFest series, the Orchestra's first foray into streaming that concluded in September 2020 and featured five digital chamber music concerts that attracted more than 250,000 views.

Before the pandemic, LACO advanced its mission with approximately 40 distinctive live performances each year. These included free and low-cost education and outreach programs; LACO also made concert content freely accessible through broadcast and streaming services, and it nurtures a worldwide community on social media. The mainstage Orchestral Series of 14 concerts (seven programs) was presented at Glendale's Alex Theatre and UCLA's Royce Hall, and some years also included concerts at other venues in Southern California, e.g. The Soraya at California State University, Northridge in the west San Fernando Valley, Segerstrom Center for the Arts in Orange County, and The Granada Theatre in Santa Barbara. In addition, LACO presented three Baroque Conversations, a program in which artists perform and share personal observations on the music to engage with the listeners. The In Focus program presented three chamber music concerts, also involving conversations with the musicians. Each of those series' concerts was performed twice, once on each side of the city. LACO commissions and premieres new works and also engages patrons in the creative process through its Sound Investment commissioning program. In addition, guest artist residencies stretch LACO's reach into the community even further. Meet the Music is LACO's core education program; now converted to a virtual program, it offered six free concerts, plus curriculum and classroom visits by docents and artists. Community Partners provided free concert tickets and transportation to nonprofit and social service groups, and Campus to Concert provided college students with vastly reduced-price tickets to concerts and Sound Investment salons. LACO has also introduced SESSION, programs that presented new music in non-traditional ways in non-traditional venues.

For more information about LACO and its commitment to making great music personal, please visit www.laco.org.