



LOUISIANA PHILHARMONIC
ORCHESTRA
CARLOS MIGUEL PRIETO, MUSIC DIRECTOR

Position Description

POSITION:	Audience Development Manager
REPORTS TO:	Director of Audience Development and Communications
SUPPORTS:	Patron Services Manager
SUPERVISES:	N/A
POSITION TYPE:	Non-exempt
SCHEDULE:	Full-time Weeks: 52 Part-time Weeks: 0 Evening and weekend work required
SALARY AND WAGES:	Full-time Weeks: \$776.33 Part-time Weeks: N/A Annual Salary: \$40,368.95 (pro-rated based on start date)
BENEFITS:	
Health Insurance:	Full-time Weeks: 100% of premium paid by employer for employee Part-time Weeks: Pro-rated percentage of premium paid by employer for employee commensurate with part-time schedule Dependents: Employee funded
Dental Insurance:	Employee funded
Term Life and Long Term Disability Insurance:	100% of premium paid by employer for employee
403(b) Plan:	Employees eligible to participate (employer does not presently provide matching contribution)
Leave:	13 days paid holiday leave 13 days paid personal leave plus accrual of 0.5 additional day for each year of continuous service up to a maximum of 19.5 days 13 days paid health and wellness leave 6.5 days remote work option
Parking:	Provided by employer

Position Summary:

The Audience Development Manager (ADM) assumes full responsibility for developing strategies and tactics to boost the organization's reputation and drive qualified traffic. Additionally, in tandem with the Director of Audience Development and Communications the ADM is responsible for devising and implementing season-wide and event-specific campaigns for all of the LPO's concerts and series; to manage the implementation of the campaigns, including print production and direct mail; email and content marketing; print and online advertising and reciprocal marketing. This includes but is not limited to:

- Deploying successful marketing campaigns from idea to execution;
- Experimenting with various organic and paid acquisition channels;
- Working with the Director of Audience Development and Communications and the Patron Services Manager to maximize the effectiveness of Audience View (AV)'s CRM and data insights and capabilities.

Primary Responsibilities:

- **Manager**
 - Partnering with other departmental Managers (if any) and the Department Director, fulfill a leadership role in determining the department's tactical direction through departmental planning processes.
 - Participate in LPO performances and events; represent the LPO at other civic and cultural events, as designated by the Department Director.
 - Assist other departmental staff as needed. Actively engage staff, musicians, Trustees, and volunteers consistent with the LPO's collaborative model.
 - Perform other functions as assigned by the Department Director.
- **Audience Development**
 - Manage all print production for LPO Season Concerts and series, including briefing designers, managing workflow and processes, and copy writing
 - Coordinate and distribute weekly e-newsletter, standalone e-blasts and other promotional collateral to reflect current and upcoming LPO programming
 - Utilizing a insights driven approach to email and content marketing, and digital advertising
 - Assist in the development, coordination, and placement of all print, broadcast, and electronic advertising. Ensuring that all advertising falls within time and budget guidelines
 - Work with the LPO's Artistic, Education, Philanthropy, and Production departments to design and execute audience development strategies
 - Work with the Philanthropy Department to activate and fulfill marketing components of corporate sponsorship proposals for LPO programs and events
 - Manage the marketing budget of the LPO Concert Season
 - Together with the Patron Services Manager, to manage the Orchestra's in-house sales and CRM operation through Audience View, including data and list management, and e-commerce
 - To foster and maintain links between Audience Development Department and the Orchestra Musicians, including communicating and information exchange, and to involve musicians in marketing initiatives
 - Attend LPO concerts at respective venues on a rotating basis

- **Communications**
 - Create, manage and consistently update all social media platforms with engaging content; update online press calendars
 - Maintain communications, marketing, and image archives
 - Maintain monthly media coverage reports and local and national press lists
 - Foster relationships with appropriate partners to promote events and reach new audiences
 - Manages and updates website content
- **Creative Services**
 - Create and maintain promotional slides for public monitors
 - Produce in-house graphic design projects to deflect costs of designer and printing services, including printed programs for Artistic, Educational, and Philanthropic programs, invitations, and informational flyers
 - Enforce LPO branding guidelines and policies
 - Photography of LPO events; maintain a dynamic bank of images to be used on promotional collateral, print, and digital advertisements.
- **Patron Services**
 - Exemplary customer service to patrons
 - Administer incoming phone calls and book admission tickets; providing all information about schedule and pricing on the phone as necessary

Expectations for LPO Employees

- Passionate about the orchestral art form and driven to unlock its potential to transform our community.
- Highly proficient in a specific discipline or disciplines essential to the organization's success.
- Professional and intensely collaborative department; placing service to the community above one's self.

Position Requirements:

- Bachelor's Degree required.
- Minimum of two years of arts management/customer service experience in an organization of similar or larger size, or equivalent experience in a related field.
- Exceptional written and verbal communications skills.
- Excellent planning and organizational skills. Success working in deadline-driven environments.
- Knowledge of orchestral programming and the orchestral industry preferred
- Ability to work with and maintain confidential data.
- Ability to promote a positive and passionate work atmosphere through positive demeanor and consistent communications with internal and external contacts.
- Ability to interact with others in a manner that inspires trust and confidence.
- Must have passion for excellence along with professionalism, tact, dedication, and commitment.
- Demonstrated success motivating and developing staff, patrons, and volunteers.

- Results and team-oriented work style characterized by a creative and tenacious approach to problem-solving.
- Flexible and resilient – comfortable embracing change.
- Ability to work independently, manage time effectively, and maintain accurate records.
- Ability to use various computer applications including proficiency in the use of Microsoft Office (particularly Excel).
- Ability to adapt to changing priorities and deliver work products within strict time and budget guidelines
- Excellent customer service skills
- Significant experience with IT and database systems; Working knowledge of Audience View a strong plus.
- Knowledge of orchestral, operatic, and chamber repertoire and artists a plus.
- Smart phone, laptop, and automobile required.

Applications

Please submit a cover letter that describes your interest and qualifications for the position.

All applications will be treated as confidential. Electronic submissions are preferred.

Email: Leah Oby at leah.oby@lpomusic.com

Subject Line: ADM Search (MS Word or Adobe Acrobat attachments only, please).

LPO provides equal employment opportunities to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability, sexual orientation, gender identity, marital status, genetic information, or any other protected classification.