



Position Announcement

Director of Audience Development and Communications
Louisiana Philharmonic Orchestra
New Orleans, Louisiana

The Louisiana Philharmonic Orchestra welcomes nominations and applications for the position of Director of Audience Development and Communications.

Louisiana Philharmonic Orchestra (lpomusic.com)

The Louisiana Philharmonic Orchestra (LPO) transforms people and communities through music by performing ambitious, inspiring concerts; educating young people and adults; engaging with diverse regions, neighborhoods, and audiences; connecting through various mediums and venues; and contributing to the cultural richness of our home.

Formed in 1991, the LPO is the only full-time musician-governed and collaboratively-operated orchestra in the United States and the only full-time professional orchestra in the state of Louisiana. The LPO is dedicated to maintaining live orchestral music and a full-scale symphonic orchestra as an integral part of the culture and educational life of the New Orleans area, the state of Louisiana, and the entire Gulf South region. The orchestra is committed to creativity and innovation toward a fine artistic product; extraordinary audience experiences; unique governance shared between musicians and community stakeholders; responsible financial decision-making; and recognition and rewards that attract and retain high-quality talent.

The LPO offers a full 36-week season with more than 100 performances, including classics, light classics, pops, education, family, park, and community engagement concerts in New Orleans and across a multi-parish area. In addition, the LPO provides orchestral support for other cultural and performing arts organizations, including New Orleans Opera Association, New Orleans Vocal Arts Chorale, New Orleans Ballet Association and Delta Festival Ballet. The LPO's education and community engagement work encompasses partnerships with K-12 education institutions, Louisiana universities, and communities in the twelve-parish area. LPO musicians, many with graduate degrees, provide tenured and adjunct music faculty for area universities, offer private instruction, and mentor students in the Greater New Orleans Youth Orchestra.

Now in its 28th season, the LPO is a Group 3 orchestra with a budget of \$6 million serving an annual audience of approximately 60,000 in one of the most culturally vibrant cities in the nation.

In his 13th season as LPO Music Director and Principal Conductor, Carlos Miguel Prieto is an exciting and insightful communicator renowned for his charismatic presence on the conductor's podium and his versatile command of various composers and styles.

The LPO is governed by a Board of Trustees comprising 43 members (12 musicians, 26 community members, and five ex-officio representatives) elected by the musicians, and has a full-time administrative staff of 17.

The Opportunity

The LPO's Director of Audience Development and Communications will join a dynamic team of talented and dedicated professional orchestra administrators whose work makes possible performances, education programs, and community engagement activities of the highest quality. The LPO is based in New Orleans, Louisiana; one of the world's most fascinating cities. Steeped in a history of influences from Europe, the Caribbean, Africa, and beyond, it's a brilliant mosaic of culture, food, and music. The New Orleans metropolitan area had an estimated population of 1,268,883 in 2016 and was the 46th largest in the United States.

The Position

POSITION:	Director of Audience Development and Communications
REPORTS TO:	Chief Executive Officer
SUPPORTS:	N/A
SUPERVISES:	Patron Services Manager, Audience Development Manager
POSITION TYPE:	Exempt
SCHEDULE:	Full-time Weeks: 52 Part-time Weeks: 0 Evening and weekend work required
SALARY AND WAGES:	Full-time Weeks: \$1,218.84 Part-time Weeks: N/A Annual Salary: \$63,379.66
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 19.5 days paid personal leave plus accrual of 0.5 additional day for each year of continuous service up to a maximum of 26 days 13 days paid health and wellness leave 13 days remote work option
Parking:	Provided by employer

Position Summary: The Director of Audience Development and Communications (DADC) is charged with building and cultivating audiences for LPO programs while ensuring that the organization maximizes sustainable earned revenue.

Primary Responsibilities

- **Department Head**
 - In collaboration with the Director of Philanthropy and in support of the Chief Executive Officer, serve as an ex-officio non-voting member of the Board of Trustees' Patron and Institutional Development Committee.
 - Partnering with the other Department Heads and the Chief Executive Officer, fulfill a leadership role in determining the LPO's strategic direction through organizational planning processes.
 - Recruit, direct, develop, and evaluate a staff that is adept at executing the day-to-day competencies needed to fulfill departmental responsibilities.
 - Participate in LPO performances and events; represent the LPO at other civic and cultural events, as appropriate.
 - Create a departmental budget as part of the LPO's annual budgeting process; review and update monthly financial reports, including the Year End Projection (YEP).
 - Assist other departments as needed. Actively engage staff, musicians, Trustees, and volunteers consistent with the LPO's collaborative model.
 - Perform other functions as assigned by the Chief Executive Officer.
- **Audience Development**
 - Plan and implement effective strategies for developing audiences while increasing earned revenue.
 - Create and implement annual subscription and single ticket campaigns, associated budgets, and tracking and reporting mechanisms consistent with organizational goals.
 - Establish, implement, and evaluate short and long-range sales targets and objectives; ensure benchmarks are met/exceeded.
 - Identify and cultivate new patrons, win back lapsed patrons, and build loyalty among existing patrons.
 - Determine product pricing, advertising placement, and promotional events and activities.
 - Develop strategies and plans which identify traditional marketing opportunities, direct marketing, telemarketing campaigns, and online and digital marketing initiatives.
 - Design, implement, and evaluate market segments using research tools such as audience surveys and internal system data.
 - Research and analyze economic trends, buying habits, and the demographic characteristics of patrons, including their tastes and preferences for the LPO's products and for those of competing activities.
 - Research best practices of similar organizations related to successful sales campaigns and marketing initiatives.
 - Collaborate with the LPO programming staff, Music Director, and Chief Executive Officer to shape product offerings.

- **Communications**
 - Lead and execute brand management positioning, including branding guidelines, throughout the organization.
 - Supervise all LPO publications (including program books, brochures, philanthropy materials, education materials, etc.) for consistency with the LPO brand and message.
 - Oversee the design and content of the LPO website and other forms of digital media.
 - Seek ways to increase the organization's impact and visibility through news media and community-at-large.
 - Determine positioning of news releases and press events; fulfill media requests.
 - Oversee the sales of program book advertisements and trade agreements.
- **Patron Services**
 - In collaboration with the Director of Philanthropy, oversee the Patron Services section, ensuring patrons enjoy excellent customer service experiences when purchasing tickets and/or making donations.

Position Requirements:

- Bachelor's Degree required. Master's Degree in arts administration or marketing certification a strong plus.
- Minimum of three years of arts management experience in an organization of similar or larger size, or equivalent experience in a related field.
- Outstanding oral and written communications skills.
- Ability to use various computer applications including proficiency in the use of Microsoft Office. Working knowledge of Audience View, Adobe Creative Suite, and basic web design a 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. Send with a résumé and the names of three professional references.

All applications will be treated as confidential. References will not be contacted without applicant's knowledge. Electronic submissions are preferred. (*MS Word or Adobe Acrobat attachments only, please.*)

Email: james.boyd@lpomusic.com Subject Line: Search – Director of Audience Development and Communications

For priority consideration, please submit application materials by October 26, 2018.

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.