Founded in 1842, the New York Philharmonic is the oldest symphony orchestra in the United States, and one of the oldest in the world. Each season the Philharmonic connects with up to 50 million music lovers through live concerts in New York City and on its worldwide tours and residencies. David Geffen Hall, the home of the Philharmonic, is currently under renovation and the orchestra is performing in several different venues this season. The new hall will re-open to the public in the fall of 2022 with state-of-the-art acoustics and more inviting spaces.

The New York Philharmonic seeks a **Marketing Data Analyst** who is a key member of the Marketing team. They will work closely with the Vice President, Marketing & Customer Experience and the Associate Director, Direct Marketing & Insights to determine best strategies for increasing ticket sales by using marketing databases to determine indicators for customer acquisition and upgrade targets. The candidate possesses a combined set of analytical skills, an understanding of data and how to use it, and leadership skills to build and champion data-driven approaches across marketing activities.

The primary focus is to increase ticket revenue/attendance and deepen customer relationships through advanced analytics applied to business problems in marketing, focusing on direct mail, paid search, online display, paid social, web traffic, and email. This individual will be tasked with projects that can span from tactical to strategic in nature. The Marketing Data Analyst will also oversee the usage of the Tessitura CRM database across marketing for campaigns, appeals, list extractions, and data hygiene.

**Responsibilities include:**

- Oversee data management, analytics, and analysis for the marketing team, in order to drive data-based strategic decisions to help meet and exceed annual ticket revenue goals.
- Support the marketing team in the reporting and analysis of marketing campaigns, including researching and recommending changes to policies, procedures, and processes — re-engineering them, as necessary, to maximize effectiveness and efficiency.
- Identify key marketing challenges and develop insights and recommendations to address them.
- Build actionable dashboards that answer key business questions and contribute to the marketing team using data, A/B testing, regression modeling, and other analyses.
- Provide timely and quantified recommendations in response to ad hoc analysis requests by Vice President, Marketing & Customer Experience, and other senior staff.
- Maintain predictive model tools to project ticket sales and revenues for future concert seasons.
- Work with the Associate Director, Loyalty Marketing to guide the direction of audience research.
- Lead the marketing data endeavors of external consultants and evaluate, recommend, and negotiate their contracts.
- Proactively collaborate with the Customer Relations & Experience, Digital, Information Technology, Finance, and Development teams and other internal stakeholders to interpret data and create compelling reports to enhance decision-making capabilities and test assumptions.
• Define KPIs and set the strategy for how marketing data will be captured and shared internally with other teams.
• Educate colleagues about thinking analytically, so that more individuals can interpret and act on deeper analyses as our technology and analytical tools advance.
• Identify and vet new marketing technologies and products that can be used by the team.
• Miscellaneous duties as assigned.

Requirements:
• Bachelor’s Degree in mathematics, finance, statistics, economics, or computer science, or at least three years of experience manipulating, analyzing, and reporting on a wide variety of data sets required.
• Strong quantitative analytics skills with Excel (including graphs and pivot tables), SQL, and data visualization tools required.
• Experience in statistical and predictive modeling, regression analysis, and data mining.
• Experience working on marketing-related topics with both quantitative and qualitative data.
• Advanced knowledge of the data and service providers in the industry.
• Experience with Tessitura database preferred but not required.
• Demonstrated ability to communicate ideas and analysis both verbally and in writing to a non-technical audience.
• Can transform complex data sets into simple visuals and dashboards.
• Leadership skills with the ability to motivate and influence across teams.
• Commitment to valuing diversity and contributing to an inclusive working environment.

The New York Philharmonic offers a competitive salary and comprehensive benefits package to our full-time employees including:
• Medical Dental and Vision coverage
• Employer contributions to the 403(b) plan after one year of employment
• Employer paid Life and Disability insurance
• 12 Holidays
• 20 Vacation days in 3rd calendar year of employment

Please submit a resume and a cover letter along with your salary expectations to resumes@nyphil.org.

No phone calls, please. Although we appreciate your interest, we will only contact applicants we are considering for interview.

The New York Philharmonic is an Equal Opportunity Employer and does not discriminate on the basis of age, immigration or citizenship status, color, disability, ethnicity, gender, gender identity, marital and partnership status, national origin, race, religion, sexual orientation, veteran or active military service member or any other characteristic protected by federal, state or local laws in its employment policies.