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 **Director, Growth Marketing** during a pivotal time, just before the opening of the new David Geffen Hall, the home of the New York Philharmonic. The Director, Growth Marketing is a data-driven marketing leader who will oversee and implement lifecycle marketing initiatives that expand and deepen customer purchasing and relationships, including the robust subscription campaign, acquisition strategies, and customer journey initiatives.

They will also oversee market research and sales analysis, working with external vendors and internal stakeholders. This role reports to the VP, Marketing & Customer Experience and works alongside the Director, Brand Marketing to create holistic, data-driven, and impactful marketing campaigns driving audience engagement and sales.

**Responsibilities include:**

- Manage acquisition and retention strategies of customer segments at various stages in their loyalty journey, ranging from new market prospects to first-time attendees to multi-single-ticket buyers to concert package subscribers.
- Oversee the subscription campaign and other loyalty efforts to increase retention, reduce churn, and expand the lifetime value of customers.
- Work closely with the Director, Brand Marketing to oversee and develop 360-degree marketing campaigns and cross-channel content, and to refine marketing processes.
- Oversee the analysis of loyalty campaigns, report on year-over-year trends, and make recommendations for optimization and improvement.
- Collaborate with colleagues across the Customer Relations, Development, Digital, IT, and Public Relations departments to develop audience strategies with measurable results.
- Work closely with Director, Customer Relations to align on customer experience initiatives tied to tenure, buyer segments, and audience engagement.
- Create and oversee business rules, project and creative briefs, and procedures for growth and loyalty marketing campaigns.
- Oversee management of vendors to conduct customer and market research, including surveys, focus groups, and other research, in order to drive organization strategy and brand improvements.
- Work closely with the VP, Marketing & Customer Experience on season forecasting, analysis, and pricing strategies.
• Use data-driven decisions to determine growth strategy, and incorporate customer insights, campaign results, and sales cycle findings to propose solutions.
• A commitment to valuing diversity and contributing to an inclusive working environment is required.
• Miscellaneous duties as assigned.

Requirements:
Bachelor’s degree and a minimum of 10 years’ experience with minimum of 5 years demonstrated leadership and direct supervision of staff. The candidate must have proven success and experience with lifecycle marketing campaigns, CRM, audience development, customer research and analysis, and building and maintaining internal and external collaborative relationships. Prior experience in sales of multi-event subscriptions, memberships, or package products. The candidate should have strong analytical skills and a data-driven approach to problem-solving, as well as the ability to work effectively and strategically in a very fast-paced environment. Previous experience in the entertainment or performing arts sector and experience with Tessitura or a similar CRM database strongly preferred.

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
• Up to 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.