



LOS ANGELES CHAMBER ORCHESTRA
MUSIC DIRECTOR JAIME MARTÍN

DIRECTOR OF MARKETING AND COMMUNICATIONS

TO APPLY

Please submit a detailed cover letter and resume to: info@laco.org. Applications without a cover letter will not be considered.

THE POSITION

The Director of Marketing and Communications is a senior leadership role at Los Angeles Chamber Orchestra (LACO), responsible for shaping and executing innovative, data-informed strategies that drive ticket sales, grow audiences, and enhance the Orchestra's visibility. Reporting to the Executive Director and serving as a member of the senior staff team, the Director leads earned revenue generation, audience development, digital marketing, patron communications, and institutional branding initiatives.

This position manages two full-time team members (Marketing Manager and Patron Services Manager) and oversees key consultants, including LACO's national public relations firm 21C Media, a local PR consultant, graphic designers, photographers, and videographers. The Director collaborates cross-functionally with Development, Production, and Artistic teams to ensure all outward-facing communications are aligned, on-brand, on time, and effective.

The ideal candidate is a creative and collaborative marketing leader with a sharp focus on results, exceptional storytelling instincts, and a passion for live performance. They will bring strong campaign execution skills, a flair for audience engagement, and an eagerness to contribute to LACO's next chapter of innovation and growth.

This is a pivotal moment for LACO, as the Orchestra prepares to become the resident ensemble of the new Colburn Center, a world-class Frank Gehry-designed concert hall opening in 2027. The Director will play a central role in shaping the narrative around this historic transition, crafting campaigns that build anticipation, attract new audiences to downtown, and position LACO for long-term institutional growth.

CORE RESPONSIBILITIES

Earned Revenue & Audience Development

- Develop and lead strategies to achieve earned revenue goals of \$600,000+ annually from sales of subscriptions, single tickets, and merchandise.
- Oversee audience segmentation, pricing models, and sales initiatives to expand LACO's patron base across demographics and geographies.
- Set, monitor, and report on measurable KPIs for marketing campaigns and sales performance; monitor results and optimize accordingly.
- Collaborate with Patron Services Manager to ensure seamless customer experience and

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service.

Strategic Marketing & Campaign Management

- Create and implement annual marketing plans that integrate print, digital, social, email, OOH, and grassroots tactics.
- Supervise development and execution of all collateral: season brochures, print and digital ads, email newsletters, direct mail, program books, and branded merchandise.
- Coordinate with graphic design and multimedia consultants to maintain brand cohesion across platforms.
- Work closely with the PR firm to amplify earned media and institutional visibility locally, nationally, and globally.

Digital & Content Strategy

- Oversee content strategy and analytics across digital platforms, including website, email, and paid/organic social media.
- Ensure brand voice and visual identity are compelling, consistent, and audience-focused.
- Collaborate with photographers, videographers, and other creatives to produce engaging promotional and storytelling assets.

Budgeting & Reporting

- Develop and manage annual marketing expense budget (~\$550,000) in coordination with Director of Finance and Administration.
- Track campaign ROI, audience engagement trends, and channel performance using tools like Google Analytics, email dashboards, and CRM reporting.
- Provide regular updates to the Executive Director and Board on marketing and sales performance.

Team Leadership & Collaboration

- Supervise and mentor the Marketing Manager and Patron Services Manager, fostering a high-performing, collaborative culture.
- Manage relationships with contractors and consultants to ensure timely, on-budget delivery of creative assets and services.
- Partner with senior leadership to align marketing efforts with institutional priorities and strategic goals.

REQUIRED QUALIFICATIONS

- Minimum five years of progressive leadership experience in marketing, communications, or audience development within a performing arts or live events context.
- Demonstrated success in driving ticket sales and growing diverse audiences.
- Proficiency with CRM systems (Salesforce/PatronManager), email platforms (e.g.,





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- EMMA), and marketing analytics tools.
- Experience managing staff, contractors, and cross-functional campaigns.
- Exceptional verbal, written, and visual communication skills.

PREFERRED QUALIFICATIONS

- Familiarity with and/or passion for classical music or adjacent arts sectors.
- Experience managing public relations consultants and coordinating earned media strategies.
- Working knowledge of Adobe Creative Suite, WordPress, and Office365.

PERSONAL ATTRIBUTES

- Strategic, entrepreneurial thinker with a results-driven mindset.
- Passionate about connecting people to the arts.
- Highly organized, deadline-focused, and attentive to detail.
- Strong interpersonal skills and commitment to collaboration.
- Creative sensibility with a talent for storytelling and audience engagement.

COMPENSATION & BENEFITS

Salary range: \$115,000–\$130,000 annually, commensurate with experience. Benefits include paid medical, dental, and vision coverage, 401(k) retirement plan with employer contribution, paid time off, and other standard employee benefits as outlined in the employee handbook.

ABOUT LACO

LACO ranks among the world's top musical ensembles. Beloved by audiences and praised by critics, the Orchestra is a preeminent interpreter of historical masterworks and has received eight ASCAP Awards for Adventurous Programming. It has recently assembled a large library of high-quality online offerings to complement live performance. LACO has been proclaimed "America's finest chamber orchestra" (Public Radio International), "LA's most unintimidating chamber music experience" (Los Angeles magazine), "resplendent" (Los Angeles Times), and "one of the world's great chamber orchestras" (KUSC Classical FM).

In the course of 35-40 appearances each year, LACO reaches a total live audience of approximately 25,000, with upwards of a million more hearing performances on radio broadcasts nationwide (and streaming worldwide). The Orchestra pursues its mission, "to enrich and connect our community through intimate and transformative musical experiences which exemplify and foster artistic excellence, education and innovation," through a blend of traditional and innovative programming. An active educational program takes professional musicians into middle schools in some of the least resourced areas of the region.

The LA Times declared: "A shining feature in L.A.'s cultural landscape... [LACO's] texture is as

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rich and full as any larger symphony orchestra. What LACO's size provides is clarity unequalled by any full-sized orchestra." LACO is also excited to uncover unrecognized orchestral works by composers whose social status or race has not historically engendered the visibility they deserve. LACO concerts are accessible in a variety of communities throughout the county.

The new Director will be part of the management team for this outstanding, respected, and stable performing arts organization and will help guide it in achievement of its mission.

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