



## Director/Senior Director of Marketing, Subscriptions & Patron Loyalty

**Reports to:** VP, Marketing & Communications

**Location:** Irvine, California

**Salary Range:** \$100,000–\$125,000

### Position Summary

Pacific Symphony seeks a **Director of Marketing, Subscriptions & Patron Loyalty** to lead the strategies and campaigns that grow, deepen, and sustain the Symphony's relationship with its audiences. They will spearhead sales and revenue growth in the subscriptions and packages category.

This leadership role is ideal for a marketer who understands that **subscriptions are the foundation of a lifelong relationship between patrons and the art form**, and who is passionate about building engagement that evolves from first-time attendance to long-term patron loyalty and philanthropy.

The Director will shape how new audiences discover the Symphony, how existing patrons deepen their engagement, and how the organization cultivates the kind of loyalty that spans generations. Working across all subscription product lines, this position develops integrated marketing campaigns that drive acquisition and retention while advancing a broader vision of **patron lifetime value**.

This role sits at the intersection of **campaign strategy, audience insight, subscription sales, loyalty development, and creative execution**, and works collaboratively across departments—including **Marketing, Ticketing, and Development**—to support the Symphony's **One Patron approach**, aligning audience engagement and philanthropic relationships over time.

The Director also leads strategies to strengthen subscriber retention and loyalty through coordinated benefits, experiences, and engagement touchpoints designed to deepen patron connection throughout the season.

## Primary Responsibilities

### 1. Lead Subscription Growth and Lifecycle Marketing Strategy

Lead the strategy and execution of annual subscription and lifecycle marketing campaigns across all Symphony program lines.

- Plan, develop, and execute integrated campaigns—including brochures, email series, digital advertising, print pieces, social media content, video, and web content—supporting both subscription acquisition and renewal.
- Ensure campaigns effectively leverage all relevant channels including digital, print, broadcast, grassroots outreach, community partnerships, and cross-promotions.
- Collaborate with Ticketing and Marketing leadership to evaluate subscription pricing, packaging, demand patterns, and audience insights to refine offerings and messaging.
- Assist in developing new subscription products, flexible packages, and experiential offerings that respond to evolving audience interests and behaviors.
- Manage relationships with telemarketing partners, ensuring scripts, incentives, and offers align with campaign strategy and sales goals.
- Maintain campaign calendars, deadlines, and marketing documentation across the subscription cycle.
- Track campaign performance and key performance indicators to inform optimization and future planning.

### 2. Develop and Lead Subscriber Retention and Patron Loyalty Strategy

Design and implement strategies that strengthen subscriber retention and deepen patron engagement over time.

- Develop and maintain a **subscriber retention strategy** that includes targeted renewal campaigns, lifecycle communications, and audience segmentation.
- Create and manage a **loyalty benefits matrix** that defines recognition, perks, and experiences for subscribers and returning patrons at various engagement levels.
- Work collaboratively with the **Development department** to align loyalty benefits, patron experiences, and stewardship opportunities that support both audience retention and philanthropic growth.
- Help establish a **season-long calendar of engagement opportunities**, events, and patron touchpoints designed to deepen relationships with subscribers beyond the concert hall.

- Partner with Ticketing and Development teams to analyze retention trends and develop response strategies to improve renewal rates and patron satisfaction.
- Contribute to the evolution of Pacific Symphony's **One Patron model**, aligning marketing, ticketing, and fundraising engagement strategies to support long-term patron relationships.

### 3. Oversee Creative Development for Subscription Campaigns

Provide creative leadership for subscription-focused marketing materials and brand storytelling.

- Collaborate with internal designers, external agencies, videographers, and creative partners to develop compelling and brand-aligned marketing content.
- Guide development of campaign visuals, key art, advertising graphics, videos, and promotional materials.
- Ensure consistency and clarity of messaging across all audience-facing communications.
- Contribute to the continued evolution and stewardship of the Symphony's brand identity.

### 4. Support Community and Promotional Partnerships

Support audience development through strategic partnerships and collaborative promotion.

- Support the identification and cultivation of partnerships with local businesses, arts organizations, community groups, and cultural institutions to expand audience awareness.

### 5. Participate in Concert Duty and Department Activities

- Attend concerts and events approximately **4–6 times per month**, including evenings and weekends, to support marketing initiatives and audience engagement.
- Participate in departmental planning, meetings, and organization-wide initiatives as needed.

## Salary & Benefits

**Salary Range:** Dependent on experience

Benefits include medical, dental, vision, disability, paid time off, 401K, retirement plan options, and other employee wellness programs.

## Qualifications, Skills & Experience

- Bachelor's degree in marketing, communications, arts administration, business, or a related field.
- **6–8+ years of marketing experience**, preferably in performing arts, entertainment, cultural organizations, or subscription-based industries.
- Demonstrated experience managing **multi-channel marketing campaigns** across digital, print, and promotional platforms.
- Experience with **subscription marketing, lifecycle marketing (e.g., customer journeys per segment), or audience loyalty programs** strongly preferred.
- Ability to interpret audience data and apply insights to marketing and retention strategies.
- Strong project management and organizational skills with the ability to manage multiple campaigns simultaneously.
- Excellent written and verbal communication skills with the ability to craft compelling marketing messages.
- Experience collaborating cross-functionally with teams such as ticketing, sales, and development.
- Familiarity with **Tessitura** or similar CRM/ticketing systems.
- Competency with Excel. Competency with project management platforms; **Asana experience a plus**.
- Knowledge of classical music, performing arts, or live events required.

**To Apply:** Please submit your resume, a cover letter detailing your relevant experience to Jayee Liu [jliu@pacificsymphony.org](mailto:jliu@pacificsymphony.org).