



**Title:** Director of Subscriptions, Lifecycle Marketing

**Department:** Marketing and Communications

**Status:** Exempt

## **JOB SUMMARY**

The Director of Subscriptions, Lifecycle Marketing is responsible for subscription retention, acquisition, and win-back to meet sales goals, marketing objectives, and elevate brand experience for customers. The Director should be a master of conversion marketing, including direct response marketing/CRM, sales strategy, and subscriptions. The candidate should be entrepreneurial-minded and can both think strategically and tactically to roll up his or her sleeves; be strong at creative/messaging strategy; and be a strong analytical thinker who knows how to examine data to identify insights and meaningful trends to enable data-driven decisions that optimize the sub acquisition and retention process and lift. Ultimately, the successful candidate will understand the needs of customers, interpret customer data and research, and form actionable plans to generate subscription revenue from brand management, messaging, and data analytics to inform decision making.

In the key driver seat to drive subscription revenue, the Director of Subscriptions, Lifecycle Marketing, will work cross-functionally to lead campaigns that retain and increase subscription households and subscription revenue. This role works in partnership with the VP of Growth in CRM management and campaigns to acquire subscribers, upgrade existing ticket buyers, and retain subscribers, as well as working in collaboration with the Vice President of Data Analytics & Revenue Operations to make data-informed decisions that will improve the personalization of our CRM efforts to ensure we are delivering the right message to the right customer at the right time to drive sales, strengthen customer relationships, drive high-value behaviors, reduce churn, and increase lifetime value.

## **RESPONSIBILITIES**

- Lead and manage the subscription campaign with cross-functional teams to orchestrate the roll out of all subscription campaigns (pricing evaluation, direct response and campaign execution, subpage UX and set up) and delivery of highly personalized experiences across touch points to increase conversion, reduce churn, and increase lifetime value of customers.
- Oversee and manage the development and production of all subscription direct mail materials.
- Create promotions and programs that retain and upgrade subscribers to higher levels of engagement and migration to donor level by managing the customer segmentation plan using internal data (channel, date, activity, and offer) to increase subscription households and revenue to higher level of purchase and retention.
- Possess ability to interpret season story to develop season materials, project briefs, creative briefs.
- Increase the value of subscriptions to increase subscriber acquisition and loyalty, as well as coordinate business rules and procedures to elevate services for higher loyalty levels of customers.

- Develop and deliver relationship strategies for both short-term improvements across all contact points to deliver quick wins and longer-term strategic roadmap consisting of deeper audience segmentation, personalization, and communication/messaging strategy.
- Analyze and identify customer segments/profiles to develop segmented, multi-channel customer communications strategies across email, web, mobile phone, etc. to increase NPS, retention rates, and lifetime spend.
- Direct all the web UX to leverage Tessitura functionality that drives upgrades and higher order sizes along the web page for subscriptions.
- Work with VP of Data Analytics & Revenue Operations to gain data intelligence to inform each subscription campaign and develop measurement strategy.
- Ensure brand standards and brand communication strategies are consistently maintained and applied through all touch points and communication platforms for BSO and season branding.
- Event duty and attendance as required.

### **CORE COMPETENCIES**

- Direct response marketing – direct mail streams and CRM management, personalization, and triggered campaigns.
- Comprehensive understanding of the A/B testing process and data-driven experimentation.
- Excellent analytical and critical thinking skills, along with persuasive verbal and written communication abilities.
- Strategic and creative thinker with subscription, acquisition, and retention experience, including loyalty programs, up-sell and cross-sell strategies, promotions, and managing complex customer segmentation campaigns.
- Strong knowledge and experience in direct mail, email, and content.

### **REQUIREMENTS**

Bachelor's degree in marketing, business, or related field with 7+ years' experience in marketing and integrated campaigns with creative and strategic mindset. Strong marketing, communications, and writing skills are mandatory.

Collaborator who is highly proactive, strong at developing relationships, can influence stakeholders and drive cross-functional alignment to accomplish strategic and tactical sub campaigns from creative development to marketing/sales execution to analysis and can effectively communicate plans and results. Tessitura knowledge and skills strongly preferred, or transferable knowledge from CRM platform. Ability to work effectively in an incredibly fast-paced environment. Live event marketing experience and ticketing-based environment a strong plus. Enthusiasm for performing arts, specifically orchestra is essential. Passion for and demonstrated track record of driving initiatives that improve customer experience.

### **ADDITIONAL COMPENSATION**

- Competitive salary negotiable, commensurate with qualifications and experience
- Health insurance: two options to choose from; all at low cost to the employee
- Dental, Life and Long-Term Disability Insurance, paid entirely by the BSO
- Generous paid time off, including annual, personal and sick leave

- 403(b) Plan
- Health Savings Account, employer contributes portion
- Flexible Spending Accounts, including Medical and Dependent Care
- Employee Assistance Program
- Free/discounted tickets to BSO concerts
- Hybrid Work Schedule

## **HOW TO APPLY**

**Please submit cover letter, resume, and salary requirements to [MarketingJobs@BSOmusic.org](mailto:MarketingJobs@BSOmusic.org) by Friday, August 21, 2024.**

## **ADDITIONAL INFORMATION ABOUT THE BSO**

The Baltimore Symphony Orchestra performs annually for more than 275,000 people throughout the State of Maryland. Since 1982, the BSO has performed at the Joseph Meyerhoff Symphony Hall in Baltimore, and since 2005, with the opening of The Music Center at Strathmore in North Bethesda, MD, the BSO became the nation's first orchestra performing its full season of Classical and Pops concerts in two metropolitan areas.

In July 2022, the BSO once again made history with its announcement that Jonathon Heyward would succeed Music Director Laureate and OrchKids Founder Marin Alsop as the Orchestra's next Music Director. Maestro Heyward began his inaugural season in September 2023.

The Baltimore Symphony Orchestra is a proud member of the League of American Orchestras. More information about the BSO can be found at [BSOmusic.org](https://BSOmusic.org).

*The statements contained in this job description reflect general details as necessary to describe the principal functions of this job, the level of knowledge and skill typically required and the scope of responsibility. It should not be considered an all-inclusive listing of work requirements. Individuals may perform other duties as assigned, including work in other functional areas to cover absences of relief, to equalize peak work periods, or otherwise to balance the workload.*

## **THE BALTIMORE SYMPHONY ORCHESTRA IS AN EQUAL OPPORTUNITY EMPLOYER**

The Baltimore Symphony Orchestra and OrchKids do not discriminate in employment on the basis of race, color, religion, sex (including pregnancy and gender identity), national origin, political affiliation, sexual orientation, marital status, differing physical abilities, genetic information, age, parental status, military service, or other non-merit factors.