



# TOM O'CONNOR

## CONSULTING GROUP

**Los Angeles Master Chorale**  
**Vice President of Marketing and Communications**

Position Profile

July 2024

# Vice President of Marketing and Communications

## Position Profile

LOS ANGELES  
**MASTER CHORALE**

## About the Opportunity

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Los Angeles Master Chorale seeks a strategic, collaborative, and creative Vice President of Marketing and Communications (VPMC) to oversee marketing, branding, and communications for the organization, ensuring that all reflect the Master Chorale's mission and singular, industry-leading standard of excellence. The VPMC is responsible for delivering a cohesive brand strategy for the Master Chorale and elevating the national and international reputation for this world-renowned choral organization.

A resident company of The Music Center in Los Angeles and choir-in-residence at Walt Disney Concert Hall, the Grammy Award-winning Master Chorale regularly performs with the Los Angeles Philharmonic and tours extensively. The Master Chorale strives to engage the diverse individuals and communities that make up Los Angeles through its education and participatory programming, as well as the audiences it reaches through its touring programs, commissioning, and recording.

The ideal candidate for this role possesses a deep appreciation for the artform and its place in the community, as well as a passion for growing audiences for choral performance. The Master Chorale currently has an operating budget of \$8.1 million, and the VPMC will play a pivotal role in driving revenue and attendance for its season of performances at Walt Disney Concert Hall, as well as education and community focused events.

A member of the Master Chorale's leadership team, the VP of Marketing and Communications reports to the President & CEO, works closely with their colleagues in senior management at the Master Chorale including artistic staff and collaborates frequently with marketing leaders across the Music Center campus. The VPMC will be joining a highly collaborative and collegial leadership team and will have the opportunity to contribute to conversations about critical institutional issues that have a lasting impact on the organization while also building a marketing and communications operation that effectively supports the immediate and long-term ambitions of the organization.

The VPMC is based in the Master Chorale's office at The Music Center in Los Angeles, with the ability to work remotely two days per week. Some travel will be required during key touring engagements with the Master Chorale.

# About Los Angeles Master Chorale

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The Los Angeles Master Chorale is the “the finest-by-far major chorus in America” (*Los Angeles Times*) and a vibrant cultural treasure. Hailed for its powerful performances, technical precision, and artistic daring, the Master Chorale is led by Grant Gershon, Kiki & David Gindler Artistic Director; Associate Artistic Director Jenny Wong; and President & CEO Scott Altman. Its Swan Family Artist-in-Residence is Reena Esmail.

Created by legendary conductor Roger Wagner in 1964, the Master Chorale is a founding resident company of The Music Center and choir-in-residence at Walt Disney Concert Hall. Chorister positions are highly sought after, and the fully professional choir is a diverse and vocally dynamic group.

The Master Chorale reaches over 175,000 people a year through its concert series at Walt Disney Concert Hall, its international touring of innovative works, and its performances with the Los Angeles Philharmonic and others. Beyond its live performances, the Master Chorale reaches a wider audience through its extensive, Grammy-winning discography.

Throughout 2018 and 2019, the Master Chorale toured its production of *Lagrime di San Pietro*, directed by Peter Sellars, earning rave reviews across the globe. *Süddeutsche Zeitung* called the 2019 Salzburg Festival performance “painfully beautiful,” while the *Sydney Morning Herald* praised *Lagrime di San Pietro* as “stunning ... Their voices soared to the heavens.” After the Master Chorale performed in London, *The Stage* called *Lagrime* a “balm for the soul.”

Committed to increasing representation in the choral repertoire, the Master Chorale announced in 2020 that it will reserve at least 50% of each future season for works by composers from historically excluded groups. This commitment to inclusion runs through the entire organization, which recently ratified a five-year plan that commits to improving representation at the staff and board levels, continuing to build a more diverse roster of singers, and reaching a wider audience.

The Master Chorale’s education programs include Voices Within residencies that encourage students to write and perform their own songs, and an expansive Oratorio Project for high school students. The Master Chorale also presents an annual High School Choir Festival, which brings teenagers from around the Southland to perform in Walt Disney Concert Hall.

For more on Los Angeles Master Chorale visit <https://lamasterchorale.org/>

# Job Description

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The VP of Marketing and Communications leads the team responsible for marketing, branding, communications and public relations for the Master Chorale. In collaboration with their colleagues on the leadership team, they are responsible for meeting revenue and attendance targets for the Master Chorale's concert season and ensuring visibility of the organization's education and community programs.

**Reports to:** President & CEO

**Supervises:** Graphic Designer, Marketing Manager, Digital Content Manager

## **Responsibilities:**

### **Brand Strategy & Management**

- Responsible for building and sustaining a strong, compelling brand identity consistent with the Master Chorale's mission
- Collaborates with the Artistic Director and the artistic production team with respect to imagery and brand consistency
- Oversees marketing projects across peer departments to ensure communications are consistent with brand identity

### **Sales and Marketing Strategy**

- Sets and manages earned ticket revenue budgets in collaboration with the VP of Finance/CFO and the President & CEO
- Sets ticket pricing in collaboration with the VP of Finance/CFO and the President & CEO, and continuously monitors and reports on box office performance, adjusting pricing strategy as needed
- Develops and leads the marketing and communications team in delivering compelling marketing campaigns that support and deliver on strategic, sales and attendance goals
- Defines key performance indicators, measures and tracks effectiveness of marketing and communications strategies and related campaigns
- Works with peer departments to develop and execute marketing campaigns that support their strategic visions
- Creates and manages a strategic marketing plan and schedule, including plans for paid activity and owned channels
- Communicates project timelines with team members, project owners and senior leadership

### **Institutional Content**

- Oversees the creation of marketing content that is aligned to and advances the organizational brand, including briefing and managing external vendors as required (current external vendors include graphic design, publicity, printing/mailing, and photography/videography)
- Oversees the development of content that is designed to promote performances and programming and increase overall brand awareness

- Oversees the development of performance venue branding and identifies in-venue experiential opportunities for patrons while the Master Chorale is in residence and on tour
- Works with peer departments to create content that supports their programs and campaigns

### **Communications and Public Relations**

- Oversees the development of concept and copy for all high-level communication projects
- Collaborates with VP of External Affairs to support partnerships and working relationships with local, national and international media to ensure positive Master Chorale coverage and expand brand reach
- Plans, develops, and directs social media strategies designed to reach and engage existing and new audiences
- Serves as media spokesperson, when needed, and coordinates communication strategies with an outside public relations firm if one has been engaged

### **Administration**

- Responsible for day-to-day operations of marketing team
- Oversees the annual marketing expense and revenue budget, in collaboration with the VP of Finance/CFO
- Serves as the key point of contact with the box office, which is outsourced through the Los Angeles Opera
- Manages vendor relationships to ensure adherence to proposed budgets and schedules
- Develops, maintains, and manages relationships with marketing colleagues on the Music Center campus
- Fosters a collaborative culture and builds constructive relationships both within the Marketing team and with other peer departments
- Attends and supports Master Chorale concerts and events, including serving as point person for front-of-house

### **Qualifications and Attributes:**

- Enthusiasm for the mission of the Master Chorale
- Deadline-driven and detail-oriented
- A Bachelor's degree with at least 5 years' experience in a senior marketing, or the equivalent combination of education and experience
- Expertise in the nonprofit performing arts sector is required
- Eagerness to think outside-the-box on marketing partnerships and to lead with creativity in marketing initiatives
- Familiarity with customer relationship management systems is required, with Tessitura strongly preferred
- Strong Microsoft Office skills, particularly in the development and oversight of multi-sheet Excel reporting models, are required
- Ability to collaborate effectively with board members, senior staff, other Master Chorale administrative staff and volunteers, providing them with strong support and inspiring them to productive action

- Excellent verbal and written communication skills
- Ability to think strategically, generate new ideas, set priorities, execute goals and objectives, and meet financial goals and deadlines
- High degree of professionalism and integrity
- A passion for the mission and aspirations of the Master Chorale and an ability to eloquently articulate the organization's mission, values, achievements, potential, and future goals to internal and external audiences

**Not sure you meet 100% of our qualifications?** Research shows that men apply for jobs when they fulfill an average of 60% of the criteria, while others tend only to apply if they meet every requirement. **If you believe that you could excel in this role, we encourage you to apply.**

We are dedicated to considering a broad array of candidates, including those with diverse workplace experiences and backgrounds. So, whether you're returning to work after a gap in employment, simply looking to transition, or taking the next step in your career path, we will be glad to have you on our radar.

Please use your cover letter to tell us about what you hope to bring to this role.

## Compensation

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The salary range for this position is \$150,000-175,000. Los Angeles Master Chorale provides comprehensive benefits including company-paid health insurance, 403b retirement plan, and more.

This is a full-time on-site role in Los Angeles, with offices at the Dorothy Chandler Pavilion on the Music Center Campus. Employees have the ability to work remotely two days per week. Some travel will be required during key touring engagements with the Master Chorale.

## Application Instructions

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The Vice President of Marketing & Communications search is being conducted on behalf of Los Angeles Master Chorale by Tom O'Connor Consulting Group, a New York-based executive search and consulting firm specializing in the arts and culture industries. The search is being led by Tom O'Connor and Rani Haywood.

To apply, visit the [online application](#) and submit your materials. Your cover letter should include any training or experience relevant to the job profile that you would like to highlight, why you consider yourself a good fit for this opportunity, and anything else you'd like us to know about your qualifications that may not be present in your resume.

**The priority application deadline for this search is August 16, 2024.** Applications received by this date will receive priority consideration, though interviews may begin before

this time. While we will still accept and consider applications after this date, we encourage you to apply as early as possible for the best chance at being considered for the position. Please note that meeting the priority deadline does not guarantee an interview.

*The Los Angeles Master Chorale provides equal employment opportunities (EEO) to all employees and applicants for employment without regard to race, color, religion, sex, national origin, age, disability or genetics. In addition to federal law requirements, the Los Angeles Master Chorale complies with applicable state and local laws governing nondiscrimination in employment in every location in which the company has facilities. This policy applies to all terms and conditions of employment, including recruiting, hiring, placement, promotion, termination, layoff, recall, transfer, leaves of absence, compensation and training.*

*The Los Angeles Master Chorale expressly prohibits any form of workplace harassment based on race, color, religion, gender, sexual orientation, gender identity or expression, national origin, age, genetic information, disability, or veteran status. Improper interference with the ability of the Los Angeles Master Chorale's employees to perform their job duties may result in discipline up to and including discharge.*