

**DETROIT SYMPHONY ORCHESTRA
JOB DESCRIPTION**

Classification: Patron Loyalty Strategist

Department: Marketing & Audience Development

Last Revision: May 27, 2021

FLSA Status: Exempt

Position Summary

As a member of the Marketing & Audience Development team, the Patron Loyalty Strategist provides the leadership for DSO programs and strategies to build relationships with core patrons by creating, implementing, managing, and assessing the effectiveness of a comprehensive program to earn and grow loyalty among DSO subscribers and broad-based fundraising donors.

Specific Duties and Responsibilities

Patron Loyalty & Retention

- Oversee the development and evolution of DSO strategies designed to consistently increase patron loyalty and retention.
- Create each season's annual plan and program budget required for achieving the intended outcomes of DSO patron loyalty and retention strategies.
- Lead the implementation and execution of annual patron loyalty and retention plans, including:
 - Develop and ensure timely promotion of all events via print and electronic invitations to generate successful turnouts, including design, list creation, printing, and delivery of all invitations, as well as RSVP mechanisms.
 - Serve as team leader in working across the DSO management staff – including the stage crew when using Orchestra Hall, the CUBE, or the Allesee Rehearsal Hall – to ensure successful and orderly event setups, including logistics, a/v, catering, and staffing.
 - Work collaboratively with colleagues in Marketing & Audience Development and Patron Advancement to provide donors and subscribers with progressive opportunities for access and discovery.
 - Create opportunities for patrons to deepen connections with other DSO constituents, including musicians, staff, and fellow patrons.

Recognition

- Create and manage the inventory of DSO perks and discounts to provide clarity and customer service, and with the overall goal of increasing satisfaction and retention.
- Lead the development of strategies, plans, tactics, and measurement metrics to achieve a regular culture of unexpected and ad-hoc experiences, activities, gestures, digital initiatives and/or gifts that recognize and show appreciation to DSO patrons.
- Work collaboratively with colleagues from Marketing & Audience Development and Advancement teams to help ensure the consistent and accurate communication and fulfillment of all Friends, Members, and Governing Members benefits as outlined in the DSO's Patron Recognition Levels materials.

Communications

- Develop consistent, objective metrics that can be used to evaluate and assess the effectiveness of patron loyalty and retention efforts.
- Increase awareness and updates of patron loyalty and retention efforts among DSO constituents, including regular presentations at staff meetings.
- Oversee the team's use of personalized print and electronic communications that share important and intriguing information with patrons.
- Work across the entire DSO enterprise to manage content for pages on www.dso.org related to loyalty programs.
- Work with the Marketing and Communications Teams to effectively use digital and social media to further develop patron relationships.

Other

- Research related work at other orchestras and arts institutions, as well as for-profit customer-centric businesses, to identify best practices and efforts to test at the DSO.
- Manage financial expenses for the Loyalty Programs budget.
- Other duties as assigned.

Experience

- Bachelor's degree or related experience required.
- Demonstrated ability to work independently, formulating multi-year strategies and conceiving the plans required to achieve the strategy
- Project management skills with a track record of exceeding expectations while delivering on-time and on-budget results in a complex, fast-paced environment where autonomous work coupled with the ability to lead teams of peers and subordinates
- An understanding of the dynamics of customer loyalty and retention a plus.
- Familiarity with the opportunities presented by social and digital media a plus.
- Experience with databases, especially Tessitura, a plus.

Personal Attributes and Competencies

- Dynamic self-starter with entrepreneurial spirit who can think strategically, with imagination, and possesses a good sense of humor with the ability to inspire others to embrace this new and crucial work.
- Strong verbal and written communication skills and the ability to interact effectively with staff and patrons.
- Excellent time management and organizational skills and an ability to meet multiple deadlines in a fast-paced environment.
- Creative mind with strong design and aesthetic sensibilities, as well as knack for identifying fun and compelling activities.
- Interest in the arts and/or classical music a plus.

Reports to: Senior Director of Marketing & Audience Development

***The essential duties for this position require in-person interaction with staff, musicians and/or guest artists. Therefore, in alignment with the DSO's COVID-19 safety policy, full vaccination for COVID-19 is required for employee's working in this position.**