



MANAGER OF MARKETING RESEARCH AND ANALYTICS

The Dallas Symphony Orchestra has an exciting opportunity for a highly qualified Manager of Marketing Research and Analytics. This role is essentially charged with providing a greater understanding of what audiences want, how to reach new consumers, what will motivate patrons to buy, and at what price—all to drive the DSO's marketing initiatives. The manager will lead the research and will be tasked with three primary areas of responsibility:

Gathering Data: The Manager will conduct customer surveys, perform extensive market research, build databases of pertinent information, and keep an eye on industry trends to help minimize risk and ensure successful marketing campaigns.

Sharing Insights: The Manager will consolidate their findings on consumer demographic and behavioral data, sales trends, and competitive intelligence into actionable items, insights, and strategic recommendations via a variety of reports and presentations.

Tracking Results: The Manager will develop monthly reports using data gathered from a variety of resources and will provide progress reports and recommendations based on the results shown.

The Manager of Marketing Research and Analytics will monitor and forecast marketing and sales trends; measure the effectiveness of marketing programs and strategies; gather data on consumers, competitors, and market conditions; interpret data, formulate reports and make strategic recommendations for growth; convert complex data and findings into understandable tables, graphs, and written reports via the latest data visualization techniques; devise and evaluate methods and calendars for collecting data, such as surveys, questionnaires, and opinion polls; analyze qualitative data, trends, current strategies and our competition to increase competitiveness; understand business objectives and design methodologies to discover prospective customers' preferences to maximize marketing objectives; perform valid and reliable market research SWOT analysis; use and participate in online market research to catalogue findings which are accessible to the entire organization; remain fully informed on market trends and industry research; share and implement best practices based on these insights; and prepare monthly performance-based reports and present results to internal teams and management.

Technical requirements for the qualified candidate include advanced knowledge of Excel, JavaScript, HTML, CSS, SQL, and Google Analytics. Coremetrics would be a plus.

Additionally, the qualified candidate will have an advanced degree in Statistics, Marketing, Arts Management, or related field (MBA preferred); proven Market Research Analysis experience; a deep industry knowledge including its challenges, its trends, and its major players; the ability to interpret large amounts of data and to multi-task; strong communication and presentation skills, search engines, web analytics, and business research tools acumen; familiarity with CRM programs (Tessitura, a plus); adequate knowledge of data collection methods (e.g. polls, focus groups, surveys); working knowledge of data warehousing, modeling, and mining; strong analytical and critical thinking; attention to detail; and intellectual curiosity. As part of the Sales & Marketing team, night and weekend hours are required on occasion for concert duty.

The Dallas Symphony provides a competitive salary, excellent benefits, free parking, and tickets when available. Please submit your resume, and salary requirements to recruiter@dalsym.com.

EOE – We value diversity in our workforce.

The Dallas Symphony is an Equal Opportunity Employer. The DSO values diversity in our workplace. Discrimination based on race, color, religion, sex, handicap, sexual orientation, or national origin is prohibited.

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