



JOB DESCRIPTION

Title: Marketing & Communications Specialist

Department: Sales, Marketing & Communications

Reports to: Director of Marketing & Communications

Calgary Opera's Vision: To be the best at connecting people, through the magic of opera, to themselves, to each other, and to the community

Calgary Opera's Mission: To enhance community and spur civic pride by offering a variety of opera experiences

Calgary Opera's Values:

- Dynamic, progressive and diverse works that advance the artistic practice, drive excellence and engage the broadest spectrum of our community
- The development and promotion of Canadian talent
- An unrelenting commitment to and relationship with audiences and the community at large
- Being part of our community
- Nurturing and maintaining a high-performance team
- Financial responsibility and long-term sustainability
- Thrilling audiences, board, staff and partners every time we interact

Summary

The Marketing and Communications Specialist is a key member of the marketing team and needs to have a high-level understanding of organizational priorities and the ability to distill them into effective messaging for a variety of stakeholders on various paid and organic platforms. They will also play a key role in the execution of marketing segmentation, advertising, communications, and campaign measurement strategies, as well as the day-to-day management of media relationships, website and e-mail marketing and social media channels. The Marketing and Communications Specialist is specifically responsible and accountable for internal publication management, social media community management, paid marketing fulfillment, marketing partnerships, media relations, the Calgary Opera website, and direct e-mail marketing.

Position Details

The **Marketing and Communications Specialist** is a mid-level role within the Sales, Marketing, and Communications team, working directly with stakeholders and other team members across the organization to ensure adherence to best practices in executing strategies in sales, marketing, communications and customer service that deliver a consistent and unified brand experience.

The **Marketing and Communications Specialist** will also cultivate strong relationships with community stakeholders including advertising partners, vendors, artists, crew, venue staff, software

providers, the board of directors, and patrons and develop strategic and effective marketing partnerships that support the goals of the sales, marketing and communications team in alignment with Calgary Opera's overall business and strategic objectives. When required, this role will also assist in providing direct Customer Service coverage for the Box Office team.

Qualifications

- At least three years' experience in a marketing or communications role
- Expert communications skills, especially writing for web, e-mail and marketing copy
- Expert knowledge of best practices for professional social media community management
- Advanced graphic design skills, including the use of Adobe Photoshop, InDesign and Illustrator
- Publication management experience, including knowledge of the current printing environment
- Proven project management skills
- Video production and editing skills are considered an asset
- Knowledge of Tessitura or CRM systems practices

Duties and Responsibilities

- Working with the Director of Marketing & Communications, implement the sales, marketing, communications and strategy at Calgary Opera for all productions and educational programs
- Provide input and expertise in the creation of the sales, marketing and communications strategy based on marketing data and analytics
- Manage all aspects of Calgary Opera publications, including coordinating layout, content and advertising submissions, and sponsor fulfilment.
- Sell advertising opportunities in our publications and digital spaces.
- Assist in the execution of Calgary Opera's media relations strategy to increase brand awareness and community outreach including pitching stories and coordinating material submissions for articles – media vetting, and interview and photo shoot coordination.
- Working with the Director of Marketing, assist in managing and tracking budgets
- Oversee all Calgary Opera communications through social media channels and manage relationships with those communities to grow them and enhance our relationships with their members
- In collaboration with the team manage the production of
 - Performance programs
 - Advertising collateral
 - Branded collateral
 - Displays and Signage
 - Digital content
 - E-mail communications
- Work with external suppliers such as other designers and printers to ensure high quality representation of our brand as well as clarity and accuracy
- Engage with community marketing partners
- Implement field and event marketing opportunities
- Assist with customer service where necessary
- Other duties, as necessary

Knowledge and Skills

- Expert professional e-mail and social media communications skills
- Intermediate graphic design skills (including proficiency in Adobe InDesign)
- Basic HTML and web management
- Writing and editing for marketing and professional communications
- Publication management including working with designers, printers and distribution vendors
- Media relations
- Advertising including print, outdoor, broadcast, and digital
- Knowledge of Word, Excel, PowerPoint and Outlook
- Knowledge of Tessitura or CRM systems an asset
- Photography, videography and graphic design skills are considered an asset

Measurements of Success

- Provide marketing campaign deliverables on time and on budget
- Provide management with final reports/summary of strategy objectives on a timely basis
- Reduce outside consultant fees incurred for marketing campaigns
- High rate of customer service satisfaction
- Marketing campaigns achieve sales targets