



## **EMPLOYMENT OPPORTUNITY**

The Canadian Opera Company is now accepting applications for the position of **Digital Marketing Officer**.

### **PURPOSE OF ROLE**

The Canadian Opera Company (COC) creates transformative and unparalleled opera experiences for local, national, and global audience every day of the year. We love what we do and sharing the art form as far and wide as possible begins with great communications and engaging content.

The COC is currently looking for a Digital Marketing Officer to join our team, helping to spotlight the company's artistic work on the mainstage, collaborative programming in the community, and commitment to artist development across social media and email.

Reporting to the Senior Manager, Audience Insights, the Digital Marketing Officer collaborates closely with the Senior Manager, Brand & Content on the implementation and execution of email marketing and social media campaigns for the COC. Experience with a CRM or email marketing platform is an asset, but not required.

### **KEY RESPONSIBILITIES**

#### *Email Marketing*

- Support the Senior Manager, Audience Insights to use WordFly to build and deploy all email marketing campaigns
- Collaborate with the Senior Manager, Audience Insights to support and coordinate targeted campaigns segmentation and list management in Tessitura/WordFly
- Work cross-departmentally to ensure accurate tracking of patron data in Tessitura, including results of campaigns
- Support the Senior Manager, Audience Insights on the delivery of data and analytics reporting from marketing campaigns and other patron activity as needed

#### *Digital Content*

- Work with the Senior Manager, Brand & Content to develop the COC's annual social media campaigns and plans
- Support the Senior Manager, Brand & Content in overseeing day-to-date management of the COC's social media channels including, but not limited to; building and deploying posts, replying to comments, and escalating audience feedback
- Support the Senior Manager, Brand & Content in the delivery of analytics reporting on social media campaigns
- Coordinate the delivery of creative assets for digital campaigns (email, paid and organic social and promotional) and website content, including COC News posts

### **KEY REQUIREMENTS**

- University degree, community college diploma or equivalent work experience related to marketing
- Consideration given to previous marketing experience in the arts and an appreciation of opera as a cultural art form

- Understanding of emailing marketing and ticketing systems or previous experience with Wordfly or Tessitura an asset
- Strategic planner and thinker, creative and flexible problem solver, and highly organized
- Independent self-starter with negotiation skills and high initiative
- People skills, able to build and maintain patron relationships, and problem solve with diplomacy and tact

## **COVID-19 CONSIDERATIONS**

Employees must be fully vaccinated to work on the premises and must follow all identified safety protocols.

This is a full-time position with benefits.

## **ABOUT THE CANADIAN OPERA COMPANY**

Based in Toronto, the Canadian Opera Company is the largest producer of opera in Canada and one of the largest in North America. General Director Perryn Leech joined the company in 2021, forming a leadership team with Music Director Johannes Debus and Deputy General Director Christie Darville. The COC enjoys a loyal audience, including a dedicated base of subscribers, and has an international reputation for artistic excellence and creative innovation. Its diverse repertoire includes new commissions and productions, local and international collaborations with leading opera companies and festivals, and attracts the world's foremost Canadian and international artists. The COC Academy is an incubator for the future of the art form, nurturing Canada's new wave of opera creators with customized training and support. The COC performs in its own opera house, the Four Seasons Centre for the Performing Arts, hailed internationally as one of the finest in the world. For more information, visit [coc.ca](http://coc.ca).

## **APPLICATION PROCESS**

Interested persons are invited to submit their resume and cover letter via e-mail, stating salary expectations, no later than May 24, 2024 to: **[applications@coc.ca](mailto:applications@coc.ca)**

As Canada's largest opera company, the COC deeply values equity and diversity across all levels of the organization and believes in fostering an inclusive, discrimination-free environment that fully supports our team's personal and collective success. We are committed to building a workforce that reflects our community, our city, and our country and, in turn, the COC welcomes applicants from all backgrounds and abilities who share and embrace these values.

The COC is committed to providing accommodations for people with disabilities in accordance with the Accessibility for Ontarians with Disabilities Act (AODA) in all parts of the hiring process. If you require an accommodation, please let us know and we will work with you to meet your needs.

The Canadian Opera Company thanks all applicants in advance, however, only those considered for an interview will be contacted. No phone calls or agencies please.