



## **EMPLOYMENT OPPORTUNITY**

The Canadian Opera Company is now accepting applications for the position of **Social Media 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 Social Media Officer to join our team, within our Philanthropy & Audiences department.

The Social Media Officer will help the COC to grow its current and new social media accounts, to expand its reach, and help drive audience growth, organic and paid impressions, and overall engagement KPIs. These channels spotlight the company's artistic work on the mainstage, collaborative programming in the community, and commitment to artist development.

Reporting to the Senior Manager, Brand & Content, the Social Media Officer collaborates closely with the Senior Manager, Audience Insights and other key team members to ensure there's a consistent COC voice across all channels, while also implementing channel-specific content that suits particular audiences.

### **KEY RESPONSIBILITIES**

#### Managing Social Channels (80%)

- Day-to-day social media execution (cropping assets, scheduling posts, responding to comments, engaging with colleague organizations; at a higher frequency than current)
- With support from Senior Manager, Brand & Content, lead growth of existing social accounts and expansion into new social platforms (TikTok, possibly WeChat and others)
- Work cross-departmentally to ensure content supporting other teams is built, scheduled, deployed, etc. as planned
- Support the Senior Manager, Audience Insights on the delivery of data and analytics reporting from marketing campaigns and other patron activity as needed

#### Other Marketing Activities (20%)

- Minor time allocated to website updates
- Support other ad-hoc Marketing activities where needed, e.g. campaign development, cross-promotion opportunities with partners
- Coordinate the delivery of creative assets for digital campaigns and website content, including COC News posts, when needed

### **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

- 2-3 years' experience, with some skills in social media community management, website CMS
- Experience with social media management tools like Sprout Social or similar an asset
- Proficiency in English; fluent in or working knowledge of Mandarin would be an asset but not a must-have
- Have experience and/or "an eye" to either produce or support production of candid video content for TikTok
- 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
- Nice to have: basic graphic design experience for ad-hoc asset creation

This is a full-time position with benefits. Salary range is between \$45k-\$50k per year.

### **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 David C. Ferguson joined the company in 2024, 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 August 19, 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.