

# CAREER OPPORTUNITY



## DIGITAL MEDIA COORDINATOR

The Calgary Philharmonic Orchestra (CPO) is a pillar of Calgary's vibrant arts community and since 1955, has grown to be one of Canada's most celebrated live music ensembles. Each Season, the CPO presents classical masterworks, pop favourites, bold collaborations, and cutting-edge new works. Led by Music Director Rune Bergmann, the CPO consistently attracts world renowned guest artists and dynamic conductors. The Orchestra welcomes over 100,000 visitors annually and, in 2017, launched its live-stream initiative — an immersive, digital concert experience for audiences around the world.

### THE ROLE

The Calgary Philharmonic Orchestra is looking for a creative and enthusiastic Digital Media Coordinator to join its Marketing & Sales team. They will be a key member of the CPO administrative team and must demonstrate the core values of the CPO with particular emphasis on professionalism, sound judgment, and ethics.

The ideal candidate for this entry level position would be embarking on their professional career in communications with an interest in digital media, along with a passion for music and the arts. Previous experience in writing professional copy, creating newsletter e-blasts, producing and editing video, and working with WordPress are required for this role.

The Digital Media Coordinator reports to the Director, Marketing & Sales and works collaboratively with the full administrative team and orchestra musicians.

### RESPONSIBILITIES

- Create and manage content for the CPO website ([calgaryphil.com](http://calgaryphil.com)) and social media accounts including Facebook, Instagram, Twitter, YouTube, LinkedIn, etc.
- Coordinate digital advertising campaigns
- Produce engaging video content
- Coordinate content for the CPO blog
- Prepare, design, and distribute newsletter e-blasts and manage contact database working within best practice guidelines
- Research third party website, print, and broadcast listing/advertising opportunities and circulate concert and event information
- Work with website developers and digital advertising suppliers on planning and execution of digital strategies
- Track and report social media and website analytics
- Manage press kit materials for guest artists and musicians
- Manage the Calgary Philharmonic Orchestra photo and video library
- Coordinate social media at concerts and events
- Assist the Communications Manager in coordination of on-site media

- Research locations and distribute posters, brochures and rack cards though out city
- Participate in marketing duties at trade shows, fairs, etc.
- Other duties as assigned

#### DESIRED QUALIFICATIONS

- Post-Secondary Education in Digital Marketing, Communications, or equivalent experience
- Experience working with WordPress — managing information and creating pages
- Excellent social media insight
- Exceptional written communication skills and ability to create professional content
- Photoshop and PowerPoint
- Experience with photography and creating video — suitable for website, social media channels and collateral
- Video editing — proficiency in Adobe Premiere Pro
- Ability to multi-task and meet deadlines
- Strong attention to detail and organizational skills
- Demonstrated ability to work both independently and in a team
- Knowledge of classical music and/or a sincere interest in arts and culture

#### ADDITIONAL DETAILS

- Candidates must be available to work beyond office hours including attendance at evening/weekend concerts and events throughout the Season
- Office location: Arts Commons, Floor 2, 205 8 Avenue SE Calgary AB T2G 0K9
- The Calgary Philharmonic Orchestra is an equal opportunity employer

#### APPLICATION PROCESS

Deadline: 7 September 2018

Please send cover letter, resume and salary expectations to:

Janet Bwititi

Director, Marketing & Sales

[jbwititi@calgaryphil.com](mailto:jbwititi@calgaryphil.com)

We thank you for your interest in the Calgary Philharmonic Orchestra. Please note only successful candidates will be contacted.