

# Communications Manager

The Calgary Philharmonic celebrated 65 years as a pillar of Calgary's vibrant arts community in 2020 and has grown to be one of Canada's most celebrated live music ensembles. Led by Music Director Rune Bergmann, the Calgary Phil presents classical standards, pop favourites, bold collaborations, and cutting-edge new works, and attracts world-renowned guest artists and dynamic conductors. In a typical Season, the Orchestra welcomes over 100,000 visitors to the concert hall and reaches audiences around the world through its free and accessible digital programming and live-stream initiative — an immersive, online concert experience that launched in 2017. Follow the Calgary Philharmonic @calgaryphil on Facebook, Instagram and Twitter, and register for email updates at [calgaryphil.com/newsletter](http://calgaryphil.com/newsletter).

## The Role

We are looking for a creative and enthusiastic Communications Manager to join our Marketing + Sales team. Are you a dynamic storyteller who is passionate about building community through music? As a key member of the administrative team, you will report to the Director, Marketing + Sales and work closely with musicians, guest artists, and community partners. This position supports our mission to nurture the human spirit through powerful orchestral performances.

The Communications Manager helps share the Calgary Phil story through engaging and informative content and is responsible for managing all communications activities. The ideal candidate is a strategic thinker, exceptional communicator, results oriented, and has demonstrated experience in forging strong relationships with the community.

## Responsibilities

### Media Relations

- Develop and execute a media relations strategy
- Secure and grow positive media coverage for concerts, events, digital programs, fundraising campaigns, and other initiatives
- Write compelling media releases and concert advisories
- Work with Calgary Phil musicians and administrative team to generate story ideas and provide media coaching and talking points
- Update and grow media contact database
- Track and archive media stories and provide monthly media reports
- Field media queries and provide photographs to media outlets
- Act as primary contact for media at events

### Publications

- Produce and edit *Prelude Live* — Calgary Phil's in-house program — including liaising with the publishing house, developing content strategy, writing and/or coordinating feature articles, gathering and compiling content

- Write and/or edit content for Season brochure, including organizational messaging and concert descriptions
- Coordinate additional in-house printed programs
- Proofread and edit communications collateral

#### Marketing

- Support the Director, Marketing + Sales with marketing activity schedule and campaign content
- Write scripts for radio campaigns
- Oversee Digital Media Specialist and Social Media strategy, including content creation for website, newsletters, and social media posts
- Work with Marketing + Sales Coordinator on community engagement and cross-promotional activity

#### Miscellaneous

- Work with Director, Marketing + Sales to develop and execute communications strategies for public announcements, crisis management, Season launch, etc.
- Prepare speeches for all onstage concerts and events
- Write, edit, and/or proofread communications collateral for all departments
- Schedule and plan content with Artistic and Development teams
- Advance internal communications between departments
- Other duties as assigned

#### Desired Qualifications

- Post-Secondary Education in Communications or Marketing, or equivalent experience
- Minimum 5 years Communications/Marketing experience
- Exceptional writing, editing, proofreading, and presentation skills
- Public Relations experience is required
- Publishing experience an asset
- Strong attention to detail and time management skills
- Excellent social media insight
- Strong negotiation skills
- Experience in a not-for-profit or performing arts organization an asset
- 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

- Salary range for this position is \$55,200 to \$69,000 annually. The compensation package includes extended health benefits and employer RRSP contributions.
- This position currently requires the ability to work from home and the office. Training, support, and supervision may occur virtually.
- COVID-19 vaccination is a job requirement and a condition of employment. Offers of employment will be conditional upon proof of full immunization against COVID-19 with a Health Canada approved vaccine prior to the candidates' start date.
- Candidates must be available to work flexible 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**

For best consideration, apply by 19 April 2022.

Applications will be reviewed on a regular basis and suitable candidates may be contacted before the deadline.

Please send cover letter, resume, and salary expectations to:

Janet Bwititi

Director, Marketing + Sales

HR@calgaryphil.com

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