

Marketing + Sales Coordinator

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.

The Role

We are looking for a creative and collaborative Marketing + Sales Coordinator to join our team. As Marketing + Sales Coordinator, you will report to the Associate Director, Sales and focus on actively building and nurturing relationships with community partners to expand Calgary Phil's reach and grow our audience. You ensure a positive experience for Calgary Phil patrons through ticket sales and are a key point of contact for the public. You also develop relationships with community groups and work seamlessly with the Development and Artistic teams.

Responsibilities

- Process ticket orders for performances using CRM system (Spektrix) and communicate with customers in a positive manner providing them with a high level of service
- Develop and implement strategies to engage targeted community partners to attend concerts, including distribution and coordination of cross-promotional initiatives
- Manage the Calgary Phil's Subscriber Rewards Program and relationships with partners
- Coordinate the Calgary Phil's ticketing programs i.e. Cpossibilities
- Support the Communications Manager with coordination of Prelude advertising
- Coordinate the marketing booth at summer festivals and other events, including planning and scheduling
- Manage the ticketing aspects of group bookings, including invoicing and overseeing special requests
- Identify specific sales targets and prepare ticket sales reports
- Coordinate the digital and physical signage in and around Arts Commons and poster/brochure distribution city-wide
- Represent the Calgary Phil at concerts in the Box Office (minimum 10 shifts per season) and at trade shows and/or festivals and other related marketing activities
- Assist with content development for email newsletters, social media posts, and other promotional materials
- Work with the Director, Marketing + Sales and team to develop policies, procedures, and guidelines

Desired Qualifications

- Post-secondary education in Communications or Marketing, or equivalent experience
- Previous experience in community engagement and/or public relations an asset
- Excellent verbal and written communication skills
- Proven relationship management/stewardship experience
- Ability to interact comfortably and respectfully with patrons
- Experience in prioritizing tasks and streamlining processes
- Data driven with the ability to prepare reports and analyses
- Ability to work independently and proactively
- High-level knowledge of current and emerging marketing trends
- Experience in a not-for-profit or performing arts organization is an asset
- Knowledge of classical music and/or a sincere interest in arts and culture

Additional Details

- This is a full-time position. Salary range is \$45,000 to \$50,000 annually.
- The Calgary Phil is trialling a hybrid remote work program until 31 July 2023. Employees who are eligible for this program can work up to three days/week from an appropriate remote location.
- As part of our full compensation package, Calgary Phil offers 3 weeks' vacation, a comprehensive benefits package that includes RRSP contributions, health coverage, an employee assistance program, bonus days off, and other non-cash benefits.
- Office location: Arts Commons, Floor 2, 205 8 Avenue SE Calgary AB T2G 0K9

Application Process

Deadline: 5 August 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:

Courtney Ilie

Associate Director, Sales

HR@calgaryphil.com with subject line 'Marketing + Sales Coordinator'

The Calgary Phil is committed to fostering an anti-racist, equitable, diverse, and inclusive environment and, as such, encourages qualified candidates from a diverse range of backgrounds.

If you require accommodation for the recruitment/interview process, please let us know so that we can work with you to accommodate your needs.

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