

Digital Marketing Specialist

Maternity Leave Coverage: 15-month contract

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 Orchestra presents classical standards, pop favourites, bold collaborations, and cutting-edge new works and attracts world-renowned guest artists and dynamic conductors each season. In addition to 66 orchestra musicians, the Calgary Phil is one of two major symphony orchestras in Canada that has its own chorus of over 125 volunteer singers, which celebrates 60 years in 2023. In a typical season, the Calgary Phil welcomes over 100,000 visitors to the concert hall, connects with thousands of students through its educational programs, and reaches audiences worldwide through free and accessible digital programming.

The Role

The Calgary Phil seeks a creative, highly analytical, and experienced Digital Marketing Specialist to join its team. The ideal candidate has a strong understanding of search and social marketing, is data-driven, and is passionate about promoting music and the arts. Previous experience with online lead generation, email marketing, and working with WordPress is required for this role.

The Digital Marketing Specialist reports to the Director, Marketing + Sales, and works collaboratively with the full administrative team and orchestra musicians. This position is a 15-month contract to cover a maternity leave.

Responsibilities

- Work collaboratively with the Marketing team to execute the digital marketing strategy
- Plan and execute paid social media campaigns (Facebook, Instagram, etc.)
- Monitor, track, evaluate, and optimize social media campaign performance
- Post, monitor, and engage on social media channels daily to build meaningful connections with the online audience
- Work with external Google consultant to execute SEO/SEM strategy
- Coordinate content for digital advertising in collaboration with the Marketing team
- Work with external website developers to ensure effective user experience at calgaryphil.com, including integration with Spektrix CRM system
- Maintain and update content on the website
- Design and implement direct email marketing campaigns, including weekly newsletters
- Manage and grow email contact lists
- Report on sales revenue generated from digital marketing efforts
- Analyze and report on digital marketing results and provide insights and recommendations
- Coordinate social media coverage at concerts and events
- Participate in marketing duties at concerts, community events, etc.
- Other duties as assigned

Desired Qualifications

- Post-Secondary Education in Digital Marketing, Communications, or equivalent experience
- Proven track record with developing and executing social media campaigns
- Experience working with WordPress — managing information and creating pages
- Exceptional written communication skills and ability to create professional content
- Strong attention to detail and ability to meet deadlines
- Demonstrated ability to work both independently and in a team
- Experience with Adobe Photoshop an asset
- Knowledge of classical music and/or a sincere interest in arts and culture

Additional Details

- This is a 15-month contract full-time position covering a maternity leave from 24 April 2023 to 26 July 2024. The salary range for this position is \$45,000 to \$55,000 annually dependent on related job experience.
- The Calgary Phil is trialing 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. This position will require evening and weekend work.
- As part of our full compensation package, Calgary Phil offers three 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: 13 March 2023

Applications will be reviewed regularly, and suitable candidates may be contacted before the deadline.

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

Janet Bwititi

Director, Marketing + Sales

HR@calgaryphil.com with the subject line 'Digital Marketing Specialist'

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

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