

CALGARY OPERA

To apply, please email a brief cover letter and resume to:
Employment@CalgaryOpera.com

The **Marketing & Communications Manager** will amplify opera's transformative power through strategic marketing execution and communications excellence. This role champions audience-first strategies across all marketing channels—from traditional advertising to strategic partnerships—creating meaningful connections that inspire deeper engagement with the art form.

This full-time position requires deploying successful integrated marketing campaigns that build authentic connections, drive subscription and ticket sales, and deepen brand loyalty. Working closely with our Director of Marketing & Communications, the Marketing & Communications Manager executes marketing initiatives to meet ambitious sales goals while serving as a key contributor to organizational success through data-driven insights and forward-thinking approaches that enhance brand visibility and audience engagement.

The Marketing & Communications Manager reports to the Director of Marketing & Communications and collaborates across all departments—from senior leadership to audience services, development, and learning and engagement. This role also works closely with external marketing partners and vendors to ensure seamless campaign execution.

A Flexible, Audience-Centric Approach

Calgary Opera's most important work brings together artists, audiences, donors, participants, and members of the public for events, performances, and programming. To do that well, most public activities are scheduled on weekday evenings, Saturdays, and Sundays. Generally, regular employees work an eight-hour day (8) for 40 hours per week. The Marketing & Communications Manager has a unique set of responsibilities that requires a balance of administrative and artist- and audience-serving work. To manage these competing demands, we offer a flexible approach to when and where work happens. This includes:

- Start and end times that differ from 9 AM and 5 PM, respectively
- Swapping weekday work for weekend work
- Working from home or other remote location with stable internet connection

Compensation & Benefits

Annual salary is based on expertise and experience, in the range of \$53,000–\$56,000

Paid time off is comprised of vacation, observed holidays, flex days, and lieu time

Supplemental health & wellness benefits and RRSP with employer match

Responsibilities

Marketing & Communications

- Campaign Management & Revenue Generation:
 - Partner with the Director of Marketing and Communications to develop, implement, and optimize integrated marketing plans for subscription and single tickets
 - Collaborate cross-departmentally to develop and implement a comprehensive patron retention strategy that guides audiences from first-time single ticket buyers to loyal subscribers, while partnering with Development on donor retention initiatives

- Create compelling advertising content across direct mail, radio, TV/streaming, and outdoor platforms, working with internal and external copywriters, designers, videographers, and printers
- Secure media buys and manage vendor relationships to maximize advertising value
- Test promotional strategies, monitor ROI metrics, and make data-driven recommendations to drive ticket sales and audience growth
- Campaign Management & Revenue Generation:
 - Shepherd the program book from concept to completion, gathering assets and managing layout when design expertise allows
 - Support organizational communications by contributing content for press releases, annual reports, and impact stories while ensuring brand consistency across all materials
 - Collaborate cross-functionally to support sales initiatives for events, learning, and community engagement programs
- Strategic Operations & Analysis:
 - Use Tessitura CRM to build targeted audience segments and manage campaign lists
 - Oversee advertising and production budgets while continuously improving campaign planning, measurement, and optimization processes
 - Provide regular campaign performance updates with actionable recommendations; stay current on industry best practices and emerging trends

Partnership & Relationship Development

- Develop strategic partnerships to reach new audiences and support the Digital Marketing Manager with influencer collaborations
- Build strong relationships with internal teams, external vendors, board members, and community stakeholders, including publicist, media contacts and organizations, and stage management
- Professionally represent Calgary Opera in public forums while gathering market intelligence to support organizational goals

Organizational Support

- Champion audience-centric culture across all departments while supporting seamless patron experiences and retention efforts
- Crosstrain with Digital Marketing Manager to assist with email, social media, and digital engagement
- Contribute to content planning and calendar management while supporting other departmental needs

Ideal Attributes & Qualifications

Experience & Skills

- 2-4 years marketing experience, preferably in cultural arts or non-profit sector
- Strong foundation in marketing fundamentals with proficiency in subscriptions/memberships, segmentation, content marketing, campaign planning, implementation, and budgeting across traditional and emerging channels
- Experience with vendor relationship management, media buying, and performance analysis
- Data-obsessed, especially when it comes to audiences
- Completion of a successful background check
- Special assets:
 - Knowledge of graphic design tools (InDesign, Figma, Canva, or similar)
 - Knowledge of digital platforms (Tessitura, Google Analytics, Facebook Ads Manager) and email marketing
 - Ad sales copywriting experience and knowledge of the Southern Alberta market

Personal Attributes

- Passion for performing arts and knowledge of opera/classical music
- Forward-thinking, solution-oriented self-starter willing to test new approaches
- Excellent written, verbal, and listening communication skills
- Strong time management with ability to handle competing priorities in a fast-paced environment
- Collaborative team player
- Demonstrates curiosity, integrity, and commitment to confidentiality

About These Qualifications

Studies have shown that marginalized communities such as women, LGBTQIA+ and people of color often believe they must meet every qualification before applying. Calgary Opera is dedicated to building an inclusive, diverse, and equitable workplace that fosters a sense of belonging and supports a culture of learning, so if you're excited about this role and your experience doesn't include every qualification, we encourage you to apply.

An Inclusive and Respectful Organization

Diversity brings a wealth of perspectives, experience, and expertise to our organization, and in turn, increases our relevance and our capacity to build community. We work every day to cultivate an inclusive and respectful environment by welcoming colleagues and members of the public with different backgrounds and capabilities, treating everyone with dignity and fairness, and maintaining a workplace that is free of harassment, discrimination, and violence. We courageously and compassionately challenge biases and assumptions. We strive to foster a sense of belonging in everyone we engage, and work to hold audiences, program participants, and event attendees to the same standards.