

Marketing Coordinator at Charlottesville Opera

Applications accepted until the position is filled.

Start Date: Immediately

Part Time

Charlottesville Opera seeks a part-time Marketing Coordinator to manage and create the company's social media presence, create and distribute email newsletters and campaigns, manage the overall marketing calendar, create and distribute media alerts, and work within a budget to market the company's events through online platforms. This job is primarily a remote position, however, attendance at special events and performances is required. The successful applicant will be creative, knowledgeable of best practices in social media marketing, self-motivated, a good writer, a good photographer, and a great communicator.

Hours: Flexible with an expected 10-15 hours of work per week. (During Charlottesville Opera's summer season May 25 – July 15, this position has the possibility of expanding into a 30 plus hours per week position.)

Pay: \$20-\$22 per hour depending upon experience. This is a 1099 position.

In person location/Parking: The Charlottesville Opera office is located at 226 E High Street on the corner of 2nd and E High Street. There is no on-site parking available at the office building. Parking vouchers will be provided for parking in the Water Street or Market Street lots.

The position comes with the following responsibilities:

- In conjunction with the General Director, create and maintain a marketing calendar.
- Create and maintain an active presence on Charlottesville Opera's social media accounts, posting at least three times per week and more during the company's primary season.
- Respond to messages in social media accounts.
- Update website manager on new campaigns to ensure consistency in messaging across platforms.
- Determine a plan for purchasing social media marketing and execute that plan within the budget provided by the company.
- Using the company's Mailchimp email marketing system, create and send out a monthly newsletter and three to four marketing emails per month to the database.
- As needed, design graphics for social media or email newsletters. (Charlottesville Opera primarily uses Canva.)

Interested parties should send a resume and paragraph of introduction to

Leanne@Charlottesvilleopera.org

Applications will be considered as they are received. Position will remain open until filled.