DIRECTOR OF MARKETING AND COMMUNICATIONS – JOB POSTING

DIRECTOR OF MARKETING AND COMMUNICATIONS

The Director of Marketing and Communications (DMC) at The American Opera Project (AOP) is an energetic, ambitious professional who enjoys creating solutions to challenges, and who is detail-oriented with a long-term perspective. The DMC will report to the General Director. The DMC is responsible for increasing awareness of AOP around NYC and beyond, through the implementation and support of marketing strategy and press and public relations. S/he works closely with the GD to develop short- and long-term marketing plans, communication to press outlets and the issuance of public statements. The candidate should be comfortable working independently, as well as receiving and incorporating feedback at all points in the creative process.

This is a Full-Time or Part-Time position, based on the applicant’s schedule and preference. Scope of duties may be modified to accommodate.

SCOPE OF DUTIES

• Works with the GD and Associate General Manager to create and maintain the marketing and press strategy and budget.
• Collaborates with GD and Artistic Director on the creation of promotional events and programming.
• Works with the Director of Development on fundraising communication and events.
• Collects, analyzes, and reports metrics of audience engagement
• Manages the design process of all print and digital promotional materials, including house programs and advertisements
• Serves as social media manager, working with the AOP team to create and implement the content of AOP’s social media on a regular basis.
• Manages and updates the AOP website.
• Serves as the primary point of contact for outside consultants and firms engaged for the purposes of press and marketing, including publicists, graphic designers, website designers, photographers, videographers, printers, et al.
• Drafts and distributes AOP press releases and serves as liaison to all press outlets when an outside publicist is not engaged.
• Identifies and cultivates new opportunities for press coverage for both the company and its individual projects and artists.
• Manages AOP’s email newsletter and its contact list.
• Identifies, manages, and executes advertising opportunities.
• Works with the marketing teams of partner organizations.
• Performs light graphic design work for promotion and advertising.
• Performs light video and audio editing of archival recordings for promotional purposes.
• Represents AOP at public and industry events in a professional role.
• Other duties as required.
QUALIFICATIONS & SKILLS

• Previous marketing experience, preferably in opera and music theater.
• Bachelor’s degree required in arts administration or equivalent life experience.
• Experience with program management, budget management and reporting/metrics
• High level of interpersonal, organizational, written, and oral communications skills.
• Excellent attention to detail and accuracy, with an ability to create quickly, while focusing on long-term objectives.
• Ability to successfully manage multiple priorities.
• Ability and confidence to work without close supervision.
• Appreciation for the arts.
• New York City area residency strongly preferred, but not required.
• Knowledge of the NYC area media market a plus
• Proficiency in, or willingness to learn, the following platforms/systems:
  Microsoft Office ; Dropbox and Google Drive ; Constant Contact and Mailchimp ; Adobe CS ; Canva ;
  Squarespace and Wix ; Twitter/Facebook/Instagram/Linkedin ; Flickr

TO APPLY

To apply, please send a resumé and a cover letter with salary expectations to info@aopopera.org. Preference will be given to candidates whose cover letters directly address the position being offered. Please indicate if a full-time or part-time position is preferred and number of hours available per week if requesting part-time consideration. This is an immediate opening and the position will remain open until filled. We will only respond to those with whom an interview is requested. No calls and no recruiters, please.

AOP believes that fostering a culture of equity, diversity, and inclusion among our staff, Board, artists, and collaborators is critical for our success as an organization, and for the advancement of opera as an art form that represents us all. AOP values a diverse workplace and strongly encourages women, people of color, LGBT individuals, people with disabilities, members of ethnic minorities, foreign-born residents, and veterans to apply. AOP is an equal opportunity employer. Applicants will not be discriminated against because of race, color, creed, sex, sexual orientation, gender identity or expression, age, religion, national origin, citizenship status, disability, ancestry, marital status, veteran status, medical condition, or any protected category prohibited by local, state or federal laws.