



MARKETING AND COMMUNICATIONS MANAGER **FULL-TIME** **\$50,000 per annum**

ABOUT THE ROLE:

Are you a strategic marketer with a love of the arts and choral music? Do you strive to create interesting content that catches people's attention? We're one of Canada's leading professional choirs and we need help articulating our company's mission, story and events to our audiences.

Working with the executive team at Vancouver Chamber Choir, your role will be to ideate and create customer-facing campaigns and content that informs and inspires our audiences to attend events and donate to our not-for-profit organization that supports Canadian choral artists.

With guidance from the executive team some tasks include:

- Planning strategic marketing activities to support the choir's events and fundraising activities
- Leading or participating in creative brainstorming sessions with the executive, fundraising or program team to ideate new content concepts that drive forward the organization's business goals
- Ideating creative marketing campaigns that support event ticket sales and grow the choir's audience
- Building relationships with local media to develop editorial placements
- Managing agency partners and deliverables (graphic design, typesetting, videography, etc.)
- Collecting video and photo content on an ongoing basis for use in social media, advertising and collateral
- Creating social media content in line with the Vancouver Chamber Choir's brand voice and personality and regularly posting to the choir's social channels
- Building the choir's advertising campaign to support our concept series using digital and traditional advertising channels

ABOUT THE VANCOUVER CHAMBER CHOIR:

Artistic Director Kari Turunen began leading the Vancouver Chamber Choir — one of Canada's premier professional choral ensembles — in September 2019, its 49th concert season.

Jon Washburn founded the choir in 1971 and it has become an amazing success story, ranking with the handful of North America's best professional choruses and noted for its diverse repertoire and performing excellence. The choir has presented concerts to audiences at home in Vancouver and on tour across Canada and around the world.

Honoured with the Margaret Hillis Award for Choral Excellence by Chorus America, the choir has performed countless concerts and broadcasts, released 36 recordings

and received numerous awards. Foremost supporters of Canadian music, they are responsible for commissions and premieres of more than 350 choral works by over 150 composers and arrangers, most of whom are Canadian.

In addition to its busy performance schedule the choir annually offers a suite of award-winning educational and outreach programs for singers, composers and conductors.

ABOUT YOU:

In this role you will be modernizing the choir's marketing strategy from the ground up. We're looking for equal parts strategist and implementer.

We are looking for someone who has the following skills and experience:

- A creative thinker who looks beyond our industry for inspiration
- Someone who is customer-centric and who always looks for "what is most useful to my audience"
- Outstanding English writing and communication skills
- 3+ years experience in creating marketing content with a proven portfolio of work
- An understanding of metrics and how to measure the success of digital content
- An understanding of the different social media channels and how to do adapt and optimize copy on each platform (including organic, advertising and paid social)
- Someone who asks questions and is always uncovering new industry trends and information
- Someone who is a self-starter and is not afraid to push projects to completion
- Someone who can prioritize their work and deliver on deadlines

Experience with these tools is a plus:

- Familiarity with Constant Contact or other email marketing software
- Love or knowledge of local arts organizations
- Design abilities or familiarity with the Adobe Creative Suite or other design tools

HOW TO APPLY:

Please send a cover letter, résumé and links to a portfolio or sample of work by **January 31, 2021** to: Steven Bélanger, Executive Director at steven@vancouverchamberchoir.com.

While we thank all candidates for their interest, only those invited to an interview will be contacted.