

Employment Opportunity

Director of Marketing

Opera Atelier, Canada's Baroque Theatre Company, is seeking a dynamic individual to join its team of arts professionals as the **Director of Marketing**. Now is an exciting time to be a part of Opera Atelier. We are about to enter our 25th anniversary season and have experienced a 30% increase in both subscriptions and donations in the last two years.

This position is responsible for creating and implementing all marketing and promotional strategies necessary to generate and grow a \$1 million ticket revenue budget and build the profile of Opera Atelier locally and internationally. The work environment is creative, collegial and fast-paced.

Specific Responsibilities

- developing departmental budgets and financial reporting and forecasting
- subscriber acquisition and retention campaigns and single ticket campaigns,
- new audience strategies including social media
- development and maintenance of the company's brand
- front of house operations at the venues
- all box office activities, including patron management
- identifying and negotiating key vendor agreements
- media buying (print and radio) and distribution
- managing contracts for website development and maintenance + on line marketing and promotions
- supervises a small staff, including the audience services coordinator and the marketing and education manager
- liaises closely with key partners Tafelmusik Baroque Orchestra, the Elgin Theatre and Ticketmaster
- database management for the purpose of maximizing both revenue and sales
- revenue management for sales campaigns
- patron segmentation, ticket pricing, CRM initiatives, and e-commerce
- promotions (traditional media and new media)
- telemarketing, group sales and box office operations.

Qualifications/skills

- An undergraduate degree
- Media buying experience
- Understanding of marketing principles and
- Knowledge of graphic design and print production
- Excellent written and verbal communication skills, including copywriting and proofreading
- Excellent knowledge of all Microsoft Office applications, particularly Word and Excel
- Experience using ticketing software such as Theatre Manager or Paciolan would be an asset

Desirable

Knowledge of classical music/opera repertoire

This is a full-time salaried position with benefits. Please note that this position entails work on evenings, weekends and holidays.

The application deadline is Monday, May 31, 2010. Opera Atelier thanks, in advance, all applicants but only those considered for an interview will be contacted. No phone calls or emails please.

Please respond in writing to:

Jane Hargraft

General Manager

Opera Atelier

157 King Street East, 4th floor

Toronto, ON M5C 1G9

Applications by email or fax will not be accepted.