Work Schedule: Monday-Friday, 9:00 AM-5:00 PM

How to Apply: Qualified applicants should submit their resume to employment@detroitopera.org

Position Summary:
Detroit Opera’s (DO) Marketing team is recalibrating its focus, aggrandizing the company’s presence, reach, and enterprises on social media and other online platforms. DO’s Marketing Operations Coordinator’s (MOC) primary objective will be to support the Marketing and Communications, and Innovation Departments in their mission to reimagine the company’s social media presence. The MOC will support the departments in day-to-day administration through implementation and monitoring of social media & marketing campaigns; handling of marketing collateral; aiding in the organization of digital assets; and assisting in proofing of published materials.

Specific Responsibilities:
Website Administration:

- Creation and management of web pages, blog posts, and calendar.
- Act as the go between of Detroit Opera and website developers for updates, reskins, and general support.
- Works with the Digital Media Manager and Storyteller in the collection and organization of digital assets.
- Responds to engagements with our social media audience through direct messaging, collaborating with Administrative Departments for effective and accurate handling of messages within a short timeframe, in a personable manner.

Marketing:

- Manage all e-mail marketing, Google Business profile, and outdoor digital sign.
- Assisting in execution of marketing plans including formatting marketing materials for printing, organizing and providing press packets to the media, externally and internally distributing printed materials, some graphic design work, and organization of physical media assets.
- Create and maintain lists and extraction sets used for mailers, e-marketing, and
more.

- Under the guidance of the Director of Marketing and Communications, collects, analyzes, and provides DO’s Marketing Consultants and Director of Innovation with data reports on the reach and effectiveness of various social media campaigns.
- Assists the Communications and Media Relations Manager in archiving media coverage of DO events.

Ticketing:

- Maintain and edit different aspects of the building of productions, to include, but not limited to price types, promo codes, holds, modes of sale, ticket designs, etc.
- Pull Reports for daily sales.
- Promo code creation and management.
- Assist with testing new updates.
- Occasional box office event assistance.

**Required Qualifications:**

- Bachelor’s degree in marketing or related field, OR commensurate combination of education and marketing job experience.
- Experience in managing successful advertising campaigns or managing marketing on social media platforms.
- Proficient in Microsoft Office suite.
- Detail-oriented, with a demonstration of excellent written and oral communication skills.
- Ability to manage multiple projects with competing deadlines simultaneously.
- Ability to understand diverse perspectives and acknowledge the significance of differences and complexities in background, cultures, values and viewpoints as the foundation for an inclusive environment.

**Desired Qualifications:**

- Strong knowledge of classical music repertoire, especially opera.
- Experience working with CRM software, especially Tessitura.

**Physical Demands/Work Environment:**

- The person in this position occasionally moves materials weighing up to 30 pounds.
- The person in this position must be able to remain in a stationary position for periods of time.
- The person in this position occasionally moves through the building to access files.

**Application Deadline:**

Job openings are posted for a minimum of seven calendar days. This job may be removed from posting boards and filled any time after the minimum posting period has ended. Applications will be reviewed as received throughout the posting period and continue until the position is filled.

**Additional Information:**
Detroit Opera is committed to recruiting and retaining a diverse workforce and encourages all employees to fully incorporate their diverse backgrounds, skills, and life experiences into their work and towards the fulfillment of the DO mission.

About Detroit Opera:

Founded in 1971, Detroit Opera (DO) is the premier multi-disciplined producer and presenter for opera, musical theatre, and dance in the Great Lakes Region. Based in the city of Detroit, the organization engages artists of national and international stature for stellar main stage and community engagement performances, and provides compelling cultural enrichment programs for the diverse audiences and communities that it serves, making it one of Detroit’s pillars of arts and culture. DO is among a select few opera companies nationwide to own its theatre, the historic 2,700-seat Detroit Opera House, which is located in the heart of downtown Detroit.

DO garnered great critical and popular acclaim during the pandemic for its socially-distanced, drive-thru production of *Twilight : Gods*, an adaptation of Wagner’s *Götterdämmerung*. Brainchild of new Artistic Director Yuval Sharon, *Twilight : Gods* was performed across multiple levels in DO’s own parking structure, and provided performance opportunities for local cast and orchestra members, in addition to international opera stars.

For more information, please visit [https://detroitopera.org/auditions-employment/](https://detroitopera.org/auditions-employment/)