

Detroit Opera

Digital and Promotions Coordinator

Job Posting

Salary Range: \$45,000 - \$50,000

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 focusing on building audiences and awareness for opera and dance art forms. DO's Digital and Promotions Coordinator's (DPC) primary objective will be to support the Marketing and Communications department in their mission to increase the company's local, regional, and national presence. The DPC will support the department in day-to-day administration through implementation and monitoring of social media & digital marketing campaigns; working with media representatives on advertising buys; and assisting department staff where needed.

Specific Responsibilities:

General Promotions

- Under the guidance of the Director of Marketing and Communications, work with media reps to schedule paid promotions and deploy assets for radio, postcards, print, digital ads, billboards, etc.
- In collaboration with the Digital Media Manager and Storyteller and other team members, contribute to the monthly content calendar, which encompasses social media, email marketing, and other digital content planning.

Social Media

- Working with the Digital Media Manager and Storyteller, assist with social media by creating and uploading content, and respond to audience engagements and queries
- Assist with implementation of social media ad buys.
- Develop and implement methods to increase social media engagement and followers.
- Collect, analyze, and provide data reports on the reach and effectiveness of various social media and other digital campaigns.

Email and Digital Marketing

- Manage all e-mail marketing using Prospect 2, including periodic email newsletters, content and production specific emails, as well as partner marketing.
- Act as point person and work with outsourced digital company on management of Google Ad Grant
- Manage company email signature campaigns

Other

- Assist the Communications and Media Relations Manager in proofing materials and archiving media coverage of DO events.
- Assist other department managers and staff as needed.

Required Qualifications:

- Bachelor's degree in marketing or related field, OR commensurate combination of education and job experience.
- Experience in managing successful advertising or marketing campaigns and/or managing 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 opera and/or dance art forms.
- Experience working with CRM software, especially Tessitura.
- Experience working with Hootsuite

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.
- The person should be prepared to work some nights and weekends.

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.

For more information, please visit <https://detroitopera.org/auditions-employment/>