



Marketing Content Manager

Reports to:	Director of Marketing and Communications
Classification:	Full-time (non-exempt)
Work Schedule:	Monday-Friday, 9am-5pm (<i>early mornings, evenings and weekends as needed</i>)
Salary Range:	\$40,000 - \$46,000 (<i>Salary based on education and experience</i>)
Location:	Administrative office at 4875 Ward Road, Wheat Ridge, CO (some commuting to Central City during the summer festival and for other events as needed). <i>Due to COVID-19, this position is currently operating as a hybrid work-from-home/in-person position.</i>

POSITION SUMMARY:

The Marketing Content Manager is responsible for creating a variety of content in support of the organization's marketing strategy with an emphasis on digital content. Central City Opera seeks someone who is passionate about opera, music and the performing arts and will be driven to inform and engage with our community.

RESPONSIBILITIES INCLUDE:

- ◆ Support all Marketing and Box Office efforts to reach ticket revenue and strategic goals.
 - ◆ Create engaging, persuasive content for digital and print marketing reflecting the company's brand voice and ultimately drives audience engagement and action
 - ◆ Serve as editor and main copywriter for the summer festival program. Work cross-functionally with the marketing, artistic, development, and education departments to curate content, guide graphic designer and support contributors in the execution of the 90-100 page program book.
 - ◆ Champion inclusion, diversity, equity, access and belonging through messaging.
 - ◆ Manage all email marketing with guidance from Director and Associate Director of Marketing.
 - ◆ Responsible for working across all departments within the company and updating website content as needed, including writing copy consistent with the overall tone, style and voice of the brand while additionally factoring in SEO/SEM best practices.
 - ◆ Channel management of digital content hubs and all supporting social media channels. Must understand the basic best practices of the main social media platforms while continuing to research new and upcoming social media platforms.
 - ◆ Research, recommend and assist in implementation of marketing and communication strategies to increase audience reach and engagement.
 - ◆ Oversees Central City Opera's editorial style guidelines and ensures consistency throughout all department communications
 - ◆ Represent Central City Opera at performances, community events and other special events.
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- ◆ Attend cross-departmental meetings and facilitate clear communication and aligned tactics.

QUALIFICATIONS:

- ◆ Undergraduate degree in marketing, communications, journalism or relevant field. Equivalent work experience applies.
- ◆ 3–5 years of related experience preferred
- ◆ Knowledge of opera, theater, music, and/or the performing arts strongly preferred
- ◆ Exceptional written communication, particularly in adapting complex information for a variety of audiences
- ◆ Excellent planning and project management skills
- ◆ Advanced experience with social media platforms (Facebook, Instagram, Twitter)
- ◆ Strong email marketing experience (MailChimp and other platforms)
- ◆ Website content experience a plus (Wordpress, Google AdWords, etc.)
- ◆ Strong computer skills, including MS Office products: Outlook, Word, Excel, and PowerPoint
- ◆ Knowledge of graphic design and design programs a plus (Adobe Creative Suite, Canva)

Skills and Abilities:

- ◆ An appreciation for and fluency in talking about opera, music and the performing arts
- ◆ Patron-centric and customer service focused
- ◆ Detail-oriented and able to handle several tasks simultaneously
- ◆ Strong organizational and analytical skills
- ◆ Outstanding interpersonal skills with the ability to function in a collaborative environment while also working independently
- ◆ Knowledge of metrics measurement and analytics
- ◆ High level of intercultural competence and experience working with diverse communities
- ◆ Takes independent actions and proactively seeks opportunities to connect resources, people and organizations with Central City Opera

BENEFITS

- ◆ A comprehensive benefits package including medical, dental, and vision coverage
- ◆ 100% paid life insurance and long-term disability insurance
- ◆ Paid time-off for flexible personal use and holidays
- ◆ 403(b) Retirement Plan with immediate eligibility to contribute

HOW TO APPLY:

Please send your resume and a cover letter by November 1, 2021 to hr@centralcityopera.org.

EQUAL EMPLOYMENT OPPORTUNITY

It is and will continue to be the policy of Central City Opera that all persons are entitled to equal employment opportunity based on their individual qualifications, performance, and potential without regard for their race, color, sex, gender, marital status, sexual orientation, pregnancy, religion, age, national origin, ancestry, disability (physical, mental or sensory), medical condition, veteran status or genetic information, as required by state and federal law.