



December 2021

Title: Digital Marketing Associate

Classification: Part-time, Non-Exempt

Reports to: Marketing Director (MD)

Job Summary:

A member of Opera Parallèle's (OP) administrative staff team, works directly with the Marketing Director (MD), General and Artistic Director, Managing Director, Artistic and Community Manager, Development Director and Associate. The Digital Marketing Associate plays an important role in ensuring that the organization meets our earned revenue goals and provides regular communication with OP patrons and social network community.

About the Organization:

Based in San Francisco, Opera Parallèle (OP) is an award-winning professional, non-profit organization that develops and performs contemporary opera. Established in 2010, OP commissions re-orchestrations of contemporary grand opera to give a sense of intimacy to its productions and to give an afterlife to contemporary works, and commissions new works that tell relevant diverse stories through our Hands-On-Opera program. OP is on a rapid growth trajectory with increased national visibility and a current organizational budget of just over \$1M. OP is governed by a 15-member, and growing, Board of Directors.

Key responsibilities include:

- Execute website maintenance and updates content on a regular basis. Ensure the website is fully ADA compliant.
- Provide support in drafting and curating e-communication and external communication content (currently using Constant Contact).
- Help develop and expand OP's web presence through social media, email, web advertising, and other online sources; promotes OP brand through these channels.
- Coordinate with other team members to ensure active promotions and campaigns are represented on the website(s).
- Optimize content for the website and social media platforms
- Provide internal reports on Google Analytics, Web Traffic, and Social Media metrics on a regular basis.
- Provide support and data for grant materials and Data Arts as needed.

- Provide support for mailings (mailhouse, mail merges, list selection/segmentation).
- Provide event support, as needed.
- Perform other related duties as assigned.

Qualifications:

- Strong writing skills (institutional, fundraising, and marketing), editor, and proofreader.
- Familiarity with design software (Adobe Photoshop/InDesign, Canva, or similar).
- Familiarity and interest in online and digital marketing trends (web, e-mail, social media).
- Innovator, team player, consensus builder, and good listener.
- Proficiency with word processing and spreadsheets. Experience with donor management software, highly desirable. Opera Parallèle uses Google Drive, mostly on a Mac platform, and DonorSnap.
- Self-motivated and independent professional.
- Knowledge of SF and Bay Area communities is a plus.
- Interest and/or background in opera, contemporary music/art, music education, or other performing arts.
- Exemplary professional and personal references.

Equal Opportunity Employer

Opera Parallèle is an equal opportunity employer. People of color, women, persons with disabilities, and persons in the LGBTQ+ community are highly encouraged to apply. Opera Parallèle maintains a policy of non-discrimination with respect to employees and applicants for employment. No aspect of employment will be influenced in any matter by race, color, religion, sex, age, national origin, marital or parental status, ethnicity, religion, sexual orientation, gender identity and/or expression, physical disability, medical condition (including HIV or AIDS status), perceived physical disability, veteran status, or any other basis prohibited by statute.

To Apply

Send your CV and a one-page cover letter explaining your interest and why you are a great fit for this position to operaparallele@operaparallele.org.