December 2021

Title: Marketing Manager

Classification: Full-time or Part-time, non-Exempt

Reports to: Managing Director (MD)

Job Summary:

A member of Opera Parallèle’s (OP) administrative staff team; works directly with the General and Artistic Director (G&AD), Managing Director (MD), Artistic and Community Manager, Development Director and Associate, the Marketing Manager plays an important role ensuring that the organization meets our earned revenue goals and provides regular communication with our patrons and social network community. The Marketing Manager is responsible for strategic oversight, planning, branding, and execution of all marketing campaigns, communications strategies, and publications for Opera Parallèle (OP).

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:

- With MD and Marketing Task Force, create annual marketing campaign to broaden visibility for OP on a year-round basis.
- Create and articulate comprehensive marketing plans and budgets designed to achieve earned revenue goals for each production.
- Project manage all printed publications including program books, and marketing and development collateral; design, write or curate content.
- Write and curate all e-communication and external communication content (currently using Constant Contact).
- Curate and create OP’s social media presence including Facebook, Instagram, Twitter and any other relevant platforms.
• Interface with PR consultant(s).
• Decide on and oversee the ticketing service and box office provider, if there is a choice, and create ticket pricing strategies, audience and trend analyses.
• Serve as prime liaison to box office venues/partners to generate updated reports and reconciliation of box office transactions post-closing night.
• Oversee website maintenance and update content on a regular basis.
• Hire and provide direction to OP’s graphic designer and any other necessary, approved by MD, staff and consultants.
• Provide support and data for grant materials and Data Arts as needed.
• Provide support for mailings (mailhouse, mail merges, list selection/segmentation).
• Provide Board support as needed.
• Provide event support, as needed.

Qualifications:
• Prior non-profit arts marketing and communications experience.
• Strong writing skills (institutional, fundraising, and marketing), editor, and proofreader.
• Experience with branding and communications strategies.
• Innovator, team player, consensus builder, good listener.
• High level of 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
• Strong relationship manager
• Knowledge of SF and Bay Area communities
• 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 info@operaparallele.org.