



October 2022

Overview

Job Title: Marketing Associate

Classification: Part-time (20–22 hours per week), non-exempt

Compensation: \$24 per hour (see below for more information about total compensation)

Location: Hybrid remote/in-person (see below for information about physical requirements)

Expected Start Date: As soon as possible

Reports to: Managing Director

The Opportunity

Do you enjoy working with other creative people and are you looking to explore nonprofit arts marketing as a career, even if “click-through rate” and “SEO” aren't on your resume yet?

Opera Parallèle (OP) is seeking an innovative, imaginative professional to support OP’s marketing activities as a member of our administrative staff team. The Marketing Associate will work directly with the Managing Director (MD), external Communications Consultant (CC) and Publicity (PR) Consultant, and all administrative staff. Under the direction of the MD and CC, the Marketing Associate will be responsible for the day-to-day implementation of all marketing campaigns, communications strategies, ticketing services, and publications for OP. You will play an important role in ensuring that the organization meets our earned revenue goals and provides regular communication with our patrons and social network community. In turn, we’d love to help you grow the skills, experiences, and connections you’re looking for to advance your career.

Who We Are

Based in San Francisco, Opera Parallèle is an award-winning, female- and artist-led contemporary opera company. Collaboration is in our DNA, as well as a drive to create and keep opera relevant and accessible for our diverse modern world.

Since 2010, Opera Parallèle has become one of the foremost presenters of new opera in the country. A dedication to current issues, 20th- and 21st-century composers, immersive opera experiences, and hands-on, intergenerational community engagement puts OP at the vanguard of making opera meaningful for today’s audiences. OP is on a growth trajectory, with increasing national visibility and a current organizational budget of about \$1 million. OP is governed by a 17-member Board of Directors passionate about innovation in the arts.

OP’s core expertise is in staging new opera and creating chamber (slimmed-down) orchestrations of larger operas adaptable to many venues, giving many works an afterlife and accessibility beyond their initial run. OP enjoys close relationships with creators and producing partners working in opera, the performing arts, and visual art, and is often sought by today’s top composers to develop the chamber premiere of operas they debuted at top international houses.

OP is committed to creating an inclusive work environment through diversity of people, ideas, talents, and experiences. We are committed to providing a culturally safe workplace, and we recognize that this looks different for everyone. We will work with existing staff and new hires to identify and ensure respect for cultural safety needs and develop opportunities for all staff to connect, engage, and thrive. OP is actively working on increasing fluency in equity issues, and is participating in ongoing organization-wide assessment and training in equity, diversity, and inclusion. We welcome open dialogue about how we can continually improve our support for our community in all aspects of our work.

If you haven't already, please visit our [about us page](#) to learn more about who we are, what we do, and the values we embrace.

Who We're Looking For

This section describes the skills and experience that are most important to this position. We realize not everyone will be equally strong in all of these areas. We also know you can bring strengths and talents beyond what we've described. If you are excited about this role and our mission, we welcome your application!

- Prior nonprofit arts marketing and communications experience
- Experience supporting successful branding and communications campaigns
- Familiarity with and interest in online and digital marketing trends (web, e-mail, social media); experience with scheduling apps, i.e. Hootsuite, Sprout or HeyOrca preferred
- Strong writing (institutional, fundraising, and marketing), editing, and proofreading skills
- High level of proficiency with word processing and spreadsheet software (OP uses Google Suite—Google Drive, Docs, Sheets, etc.—mostly on a Mac platform)
- Proficiency with web platforms and software necessary to maintain OP's website; experience with HTML and WordPress preferred
- Comfort using design software (Adobe Photoshop/InDesign, Canva, or similar)
- Experience with database management software a plus (OP uses DonorSnap)
- Innovator, team player, and consensus builder with a collaborative spirit, good listener
- Strong relationship builder and manager, with co-workers and external producing and community partners
- An independent worker who thrives in a fast-paced environment
- Interest in and basic knowledge of classical music, especially opera, and/or contemporary music/art, music education, other performing arts
- Respect for diverse backgrounds and voices and a commitment to inclusion, accessibility, and equity
- Experience working and communicating with intergenerational and diverse racial, ethnic, and socioeconomic backgrounds
- Knowledge of San Francisco and other Bay Area communities
- Sense of humor a plus!

Key Responsibilities

General Marketing & Communications

- Executing day-to-day tasks necessary to implement OP's annual marketing campaign and all marketing plans and budgets designed to achieve earned revenue goals for each production

- Assisting Development staff with creation and deployment of donor content
- Project managing all printed publications, including program books and marketing and development collateral; designing, writing, and/or curating content
- Interfacing with external Communications, PR, and Design consultants
- For each production, overseeing the ticketing service or partnering with the box office provider

Digital Marketing

- Maintaining OP's website and regularly updating content
- Ensuring the website is accessible to people with disabilities
- Creating e-communication and external communication content (currently using Constant Contact)
- Supporting the development and expansion of OP's online presence, and promotion of the OP brand, through social media, email, web advertising, and other sources
- Creating engaging and culturally appropriate content for website and social media platforms
- Coordinating with other staff members and consultants to ensure active promotions and campaigns are well represented online

Data and Reporting

- For each production, serving as primary liaison to box office venues/partners to generate updated reports and reconciliation of box office transactions post-closing night
- Providing regular internal reports on Google analytics, web traffic, and social media metrics
- Providing support and data for grant materials and Data Arts, as needed

Administrative Support

- Providing support for mailings (e.g., coordinating with mailhouse, conducting mail merges and list selection/segmentation)
- Providing support for board, performances, and events, as needed

These tasks represent baseline responsibilities for this position. As OP grows, there may be opportunities (and sometimes the need to) add new responsibilities and areas of work. We are a small (but growing!) staff, so an openness to supporting other areas of work is essential for every member of our team.

Location, Schedule, and Physical Requirements

- OP's administrative offices are located on the fourth floor of 44 Page Street in San Francisco, close to public transportation (BART and MUNI) and accessible by one set of stairs and one elevator.
- The OP administrative workday is generally Monday to Friday, 10 a.m. to 6 p.m. We're happy to accommodate a partial remote work schedule but prefer a candidate who can work in our office at least one day a week, as well as be present on weekends and evenings for events and performance support, as needed.
- This position requires the ability to sit at a computer, speak, and type for extended periods of time. Duties of this role may also include lifting, bending, and pulling furniture to set up, configure, and break down event spaces.

Equal Opportunity Employer

Opera Parallèle is committed to providing equal employment opportunities to all qualified applicants and 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, ethnicity, national origin, religion, gender identity and/or expression, sexual orientation, age, marital or parental status, pregnancy, disability, medical condition (including HIV or AIDS status), genetic information or characteristics (or those of a family member), veteran status, or any other basis prohibited by applicable law.

We value a strong, diverse team, and women, trans- and gender-nonconforming folks, queer people, BIPOC (Black, Indigenous, People of Color), and individuals with disabilities are strongly encouraged to apply. We acknowledge this list is incomplete and encourage you to apply if your lived experience informs your desire to support our commitment to telling diverse, relevant stories through contemporary opera.

Compensation and Benefits

This position is part-time, 20–22 hours per week, and non-exempt. The hourly rate for this position is \$24.00 per hour.

This position also includes the following benefits:

- Health care allowance of \$300 per month
- Flexible work schedule
- Paid sick leave accrued at the rate of 1 hour earned per 30 hours worked (up to a maximum total of 72 hours) in accordance with the San Francisco Paid Sick Leave Ordinance
- Funds for professional development opportunities

To Apply: Send your resume and a one-page cover letter explaining your interest and why you are a great fit for this position to employment@operaparallele.org, with "Marketing Associate" in the subject header. Due to the volume of applicants, only candidates who will be invited to interview will be contacted.

Application Deadline: November 15, 2022