



Job Title: Marketing Associate

Classification: Full time (40 hours per week), non-exempt

Compensation: \$24.00–\$30.00/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: Marketing Director

The Opportunity

Opera Parallèle (OP) is a thriving nonprofit arts organization dedicated to pushing the boundaries of contemporary opera. With a commitment to artistic excellence and innovation, collaboration, and relevant, diverse storytelling, we are poised for significant growth and expansion in our audience base. As we embark on this exciting journey, we are seeking a creative, extremely organized, and ready-to-grow Marketing Associate to join our team.

Serving as a key member of OP's administrative staff, the Marketing Associate will report to the Marketing Director and 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. The Marketing Associate will support the development and implementation of all marketing campaigns, communications strategies, and publications for OP, manage social media and digital communications, update OP's website, and coordinate ticketing services and box office reporting.

If you are passionate about contemporary opera, have a track record of successful campaign and marketing management, and thrive in a kind, dynamic, creative, and growth-oriented environment, we invite you to apply and contribute to our exciting journey of expanding artistic horizons.

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!

- Nonprofit arts marketing and communications experience
- A highly organized, detail-oriented taskmaster who is both collaborative and comfortable taking ownership
- Experience using online and digital marketing products (social scheduling apps, newsletter programs, integrated marketing suites) to achieve campaign goals
- Familiarity with building effective campaigns using social media, Meta, Google ads, trades, and cross promotions to promote productions and events
- Strong writing (institutional, fundraising, and marketing), editing, and proofreading skills
- Experience with Google Suite—Google Drive, Docs, Sheets, etc.



- Proficiency with WordPress (HTML experience preferred)
- Comfort using design software (Adobe Photoshop/InDesign, Canva, or similar)
- Experience with database management software (OP uses DonorSnap)
- Innovator, team player, and consensus builder with a collaborative spirit, good listener who thrives in dynamic, fast-paced environments
- Strong relationship builder and manager, with co-workers and external producing and community partners
- Interest in and basic knowledge of classical music, especially opera, and/or contemporary music/art, music education, other performing arts
- Respect and experience working with diverse backgrounds and voices and a commitment to inclusion, accessibility, and equity
- Knowledge of San Francisco and other Bay Area communities
- Sense of humor is a plus!

Key Responsibilities

General Marketing & Communications

- Proactively execute 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
- Support production of all published content, including program books and marketing and development collateral
- Assist Development staff with creation and deployment of donor communications
- Interface with external communications, PR, and design consultants

Campaign Deployment

- Develop and implement social media campaigns to promote events, engage with OP's audience, and increase follower count
- Create compelling newsletters to keep our patrons informed about upcoming performances, events, and initiatives (OP currently uses Constant Contact)
- Utilize data analytics and audience insights to refine marketing strategy and approach to communications and marketing efforts
- Establish and organize trades and cross promotions to promote OP productions and events
- Collaborate with the Artistic team to create compelling marketing materials that effectively communicate the unique qualities of OP's contemporary opera productions.
- Develop marketing campaigns using Meta, Google ads, social media management
- Monitor marketing trends and innovations to ensure OP's strategy remains current and effective

Box Office

- Coordinate ticketing services with theater partners and venue box offices to ensure appropriate pricing structures and discounts and positive attendee experience



- Generate updated reports and reconcile box office transactions throughout each production run and post-closing night

Website

- Proactively update website with current information about OP productions, organizational changes, and special events

Administrative Support

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

OP is a growing organization with many interdepartmental collaborations. Supporting and collaborating across departments 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.
- Events and performances of OP productions take place in varying local sites around San Francisco (and possibly throughout the Bay Area).
- We offer a hybrid working environment with general office hours 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 3 days a week. And as an important member of our small but mighty marketing department, your availability on weekends and evenings for performances and events is key!
- 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.

Compensation and Benefits

This position is full-time, 40 hours per week, and non-exempt. Compensation is competitive and commensurate with responsibilities and experience, with an hourly rate of \$24.00–\$30.00.

This position also includes the following benefits:

- Wellness allowance of \$600 per month
- Flexible work schedule
- Minimum of 12 paid public holidays
- Paid vacation of 10 days (80 hours) per year



- Paid sick leave of 10 days (80 hours) per year
- 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.

Open until filled. **Applicants who apply prior to January 8, 2024, will be given priority review.**

Who We Are

Based in San Francisco, Opera Parallèle (OP) 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 \$1.8M. OP is governed by a 17-member Board of Directors passionate about innovation and access in opera.

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 its founders are often sought by today's top composers to develop the chamber premiere of operas they've debuted at top international houses. OP is committed to creating an inclusive work environment through diversity of people, ideas, talents, and experiences. We value providing a culturally safe workplace, and we recognize that this looks different for everyone. Our work with existing staff and new hires to identify and respect cultural safety needs and build trust across the organization is ongoing, to ensure that all staff can feel engaged 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 continue to improve our support for our community in all aspects of our work.

Please visit our [about us](#) page to learn more about who we are, what we do, and the values we embrace.



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.