



JOB POSTING

TITLE: Marketing Manager

AVAILABLE: November 18, 2024

POSITION ANNOUNCEMENT: Madison Opera is seeking a highly-organized creative professional to join its team and manage all aspects of the company's marketing and communications. The Marketing Manager handles all promotional and public relations activities, enhancing engagement in Madison Opera performances, programs, and events and working with varied constituencies.

PRIMARY DUTIES:

- Plan and implement all of Madison Opera's marketing, brand management, and communication efforts, including but not limited to social media; print, online, radio, and television advertising; direct mail; posters; and e-blasts.
- Manage the development and content of Madison Opera's website and social media accounts.
- Manage all elements of performance playbills, including design and supervision of ad sales and trades.
- Manage public relations, including but not limited to sending press releases and engaging the media.
- Engage and supervise freelance photographers, videographers, and graphic designers.
- Assist with content for online presentations, including managing live-streamed lectures.
- Provide support and data for grant applications and other development needs.
- Collaborative help with general office and event management, including, but not limited to, performances, fundraisers, and cultivation events.
- Additional projects as assigned by the General Director.

These tasks represent the baseline responsibilities for this position. As Madison Opera and the opera field evolves, so might this role.

QUALIFICATIONS:

Required:

- Bachelor's degree or equivalent years of experience in marketing and communications
- Excellent writing, editing, and proofreading skills
- Functional knowledge of Adobe Suite, video-editing software, and both video and still cameras
- Strong organizational skills with a great attention to detail
- Solid interpersonal skills with the demonstrated ability to develop and maintain productive relationships both inside and outside of the organization
- Solid oral communication skills, with a polished interpersonal presence
- High computer literacy and ability to learn new technologies quickly
- Ability to work and think independently, as well as in collaboration with others
- Ability to plan and prioritize multiple projects in a fast-paced environment and work under pressure
- Willingness to learn and be proactive
- Ability to lift up to 20 pounds
- Passion for the arts. (Extensive knowledge of opera is not required.)

Ideally:

- Driver's license and car

Must be available to work for extended weekend and evening hours during production and event periods.

SALARY AND BENEFITS: Position is full-time, exempt. Salary range is \$50,000-\$55,000 plus health, dental, and vision insurance; parking pass; life/disability insurance; and SIMPLE IRA with company match.

TO APPLY: Send cover letter and resume to fenster@madisonopera.org.

Madison Opera is an equal opportunity employer.