



JOB POSTING

TITLE: Marketing Manager

AVAILABLE: June 17, 2019

POSITION SUMMARY: Madison Opera, now finishing its 58th season, seeks a highly-organized 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, whether online, in print, or in person. They maintain a superior level of professionalism, accuracy, courtesy, and efficiency in interactions with varied constituencies.

PRIMARY DUTIES:

- Plan, budget, and implement all of Madison Opera's promotional efforts, including but not limited to print, online, radio, and television advertising, direct mail campaigns, posters, e-blasts, video content, and the season brochure.
- Manage public relations, including but not limited to writing press releases, engaging media, updating calendar listings, scheduling interviews, and escorting artists to media events.
- Manage the content and design of Madison Opera's website, updating regularly via Wordpress.
- Maintain and create content for Madison Opera's social media accounts.
- Manage all elements of performance playbills, including design, acquisition of content, and supervision of ad sales and trades.
- Organize and maintain the company's media archives; hire photographer and videographer for all performances; provide work samples for grant applications.
- 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.

QUALIFICATIONS:

Required:

- Bachelor's degree or equivalent years of experience in marketing and communications
- Excellent written and oral communication skills, with a polished interpersonal presence
- High computer literacy and ability to learn new technologies quickly
- Functional knowledge of Adobe Suite and Shotcut or other video-editing software
- Strong organizational skills with a great attention to detail
- 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 opera / music / theater (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: Full-time, salaried position, non-exempt. Medical / dental, long-term disability, life insurance, and retirement plan.

TO APPLY: Send cover letter and resume by May 24 to fenster@madisonopera.org. No phone calls, please.