

St. Petersburg Opera (SPO)

Job Description – Marketing and Outreach Specialist

JOB PROFILE

The Marketing and Outreach Specialist will work with the Chief Operations Officer to grow the Company's diverse community, both digitally via social media and in-person via events. This person will write content, explore new strategies on social media, and help design campaigns and promotional merchandise. This person will administer the Company's social media accounts, including Facebook, Instagram, YouTube, and Twitter, supervise the updating of the website, and create engaging emails through Constant Contact for our followers. All activities will ultimately drive toward increasing engagement and converting followers and attendees into donors and patrons.

DUTIES & RESPONSIBILITIES

- Create a marketing plan and calendar, planning activities to align with strategic goals within the boundaries of the annual and monthly budget.
- Liaison with advertising representatives to place ad buys. Create video ads for TV. Approve Radio copy.
- Manage the Company's Marketing Committee, meeting periodically to present updates, give opportunities for input, and receive feedback from committee members.
- Oversee the Company's social media platforms, keeping content fresh, compelling, visually appealing, and strategic with partnerships. Create professional graphics, video, live streaming, and slideshows for use across platforms and in other applications.
- Create bi-monthly gallery videos showcasing the art in the current show. Upload to social media sites and feature in emails.
- Work with Gallery Manager to create and execute monthly Artist Receptions.
- Create and update website for annual gala using Greater Giving platform.
- Develop and implement strategies to spark giving via social media.
- Collect and edit content from SPO staff and provide to graphic designer for mainstage opera programs and season brochure.
- Assist in the design, planning, and implementation of Company's events or partner events. Work with the Director of Development to create content and publicity for fundraising and donor appreciation events.
- Solicit, train, and supervise volunteers; staff booths at Company events and performances to sell company merchandise and hand out information, including some nighttime and weekend hours.
- Assist with setup for in-house performances.
- Track all earned media coverage and social media engagement and report results; experience using media monitoring services preferred.

QUALIFICATIONS FOR POSITION

Experience with increasing brand awareness and influence
Experience with brand outreach and maintaining relationships.
Experience with social media platforms such as Facebook, Instagram, YouTube, Pinterest, etc.
Well-developed written and oral communication, negotiating, and organizational skills, with the ability to write and perform to deadlines.
Experience with Adobe Creative Suite, including Photoshop and Premiere Pro, a plus.
Strong interpersonal skills and emotional intelligence, using listening, diplomacy, and tact to interact successfully with donors, Board members, work colleagues, and the public at large.
Excellent attention to accuracy and detail.
Strong project management skills, with the ability to manage multiple projects at the same time.
Ability to act independently on assigned tasks, while referring difficult questions and unusual problems to the supervisor.
Nonprofit experience and/or creative arts experience a plus.

US work authorization (Required)
Bachelor's (Preferred)
Digital Marketing: 1 year (Preferred)
Copywriting/Writing: 2 years (Preferred)
Marketing Outreach: 2 years (Preferred)
Social Media Marketing: 2 years (Preferred)
Volunteer Supervision (preferred)
Events Management: 1 year (Preferred)

WORKING CONDITIONS/PHYSICAL EFFORT

Work is performed in a typical office setting and on location at events. Requires some physical exertion and/or physical strain, lifting up to 20 pounds, moving over rough or uneven terrain, climbing ladders, steps, platforms or stages. Must have personal transportation to run errands, attend meetings, etc.

BENEFITS

Flexible schedule
Partial health insurance stipend
Paid time off

SCHEDULE

Monday to Friday
Weekend/evening availability for events

COMPENSATION

Full time (Salary)
Starting salary range depending on experience \$38,000 - \$42,000

Updated 7-16-2021