

Marketing Coordinator

The Virginia Opera is seeking qualified candidates for a Marketing Coordinator position. The position will work together with the Director of Audience Development to ensure the success of all marketing campaigns, social media initiatives, program book advertising, press relations, and the overall success of events and activities at Virginia Opera.

Virginia Opera is the only opera company in North America to perform a full season of grand opera in three main stage venues (in Norfolk, Richmond, and Fairfax).

Essential functions include, but are not limited to:

- Develops, deploys, and maintains social media channels including but not limited to Facebook, Instagram, and Twitter.
- Develops, implements and tracks traditional and digital advertising campaigns for a diverse range of events and activities.
- Assists in placing paid and trade media buys.
- Collaborates with similar organizations to secure trade partnerships including but not limited to email trades and donations of goods/services.
- Understands current trends, technologies and advancements in marketing platforms.
- Generates content and creates weekly e-newsletter.
- Provides onsite presence and support at all Virginia Opera events statewide.
- Manages distribution of posters and flyers throughout Hampton Roads and Central Virginia.
- Develops, implements and maintains press relations statewide.
- Oversees photography and videography for marketing and public relations initiatives.
- Manages special projects and other duties as assigned.

The preferred candidate will possess the following:

- A Bachelor's degree in Business, Marketing, Communications or related field.
- Experience with placing paid advertising on traditional, digital and social media channels.
- At least two years digital marketing experience.
- Experience in managing social media channels.
- Excellent analytical skills and experience with online marketing, direct marketing, and best e-mail practices.
- Excellent written, verbal and presentation skills.
- Proficient in Microsoft Office, Excel, Word, Power Point, Adobe Photoshop and other computer skills required.
- Knowledge of copywriting and graphic design software including Illustrator or In Design preferable.
- Ability to travel statewide for events.

To be considered for an interview, please attach the following items with your resume:

- An example of paid marketing campaign. (Campaign must outline a specific budget, run dates and media outlets.)
- Two writing samples (press releases, newsletters, creative briefs, etc.)

Work Hours: Monday-Friday, 40 hours per week. The position will require nights, weekends and holidays.

Please send resume with salary requirements and a list of references to:

Amanda Ely
Director of Audience Development
Virginia Opera
Email: Amanda.ely@vaopera.org