

SOUNDSTREAMS

Job Posting: Marketing Manager, Soundstreams

About Soundstreams

Soundstreams, currently in its 41st season, is one of the world's leading organizations in the commissioning, development, and dissemination of new music and opera. Under the leadership of Artistic Director Lawrence Cherney, it was founded in 1982 with a tribute celebrating Igor Stravinsky's 100th birth year. Soundstreams' curatorial platform has introduced audiences to over 170 works from some of the finest and most groundbreaking composers of our age, from R. Murray Schafer to Nicole Lizée.

From concert performances, to fully staged opera/music theatre, and everything in between, no two Soundstreams' productions are the same. Soundstreams presents an annual Main Stage performance series in Toronto, and our touring projects are sought after by the world's most prestigious festivals and venues.

Recent major projects bring to light under-represented voices, such as gay composer Claude Vivier's *Musik für das Ende*; and the first operas written in the Indigenous languages of Cree and Sámi, *Two Odysseys: Pimootewin / Gállábártnit*. Soundstreams is a three-time JUNO nominee and recipient of the Lieutenant Governor's Award for the Arts.

Soundstreams is an equal-opportunity employer, and we believe that our organization is stronger when we have a team that reflects our city's diversity. We encourage all qualified applicants to apply.

Overview

Soundstreams is on the lookout for a dynamic, full-time Marketing Manager who embodies a collaborative spirit, exceptional organizational and prioritization skills, and a keen eye for detail. This individual demonstrates a knack for innovative thinking to elevate marketing and sales strategies, ultimately enhancing the audience experience.

The ideal candidate is results-driven and motivated to surpass set goals. Reporting directly to the Executive Director, the Marketing Manager will collaborate closely with the Artistic Director and Soundstreams' staff, as well as managing the efforts of various contract marketing professionals.

The successful candidate is passionate about and has a solid understanding of classical music. They will take charge of planning, developing, and executing Soundstreams' marketing and audience engagement initiatives, contributing to the organization's continued success and growth.

Major Responsibilities:

- Develop, implement, and manage season marketing plans and analyze campaign results.
- Develop and implement strategies to maintain and grow audiences using a range of effective vehicles such as newsletters, Meta-advertising, digital advertising, blogs, website, social media, advertising campaigns, etc.
- Manage marketing sub-contractors including graphic designers, web designers, publicists, videographers, photographers, etc. and act as the key liaison with box office personnel/systems.

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- Work with colleagues to collate approvals and edits for cross-departmental collateral, including but not limited to, house programmes, brochures and web pages, and ensure materials are delivered to meet tight deadlines.
- Manage all organic social media channels, including planning and posting content, and collaborating with Soundstreams staff for content creation.
- Oversee the creation and distribution of media press releases for season shows and auxiliary programming. Ensure that targeted press are pitched and that they receive information and gain access for Media opening nights.
- Coordinate CRM activities including, but not limited to updating lists, ensuring data accuracy, ensuring compliance with data laws like CASL.
- Oversee and manage tickets and subscription sales; event pages; and ensure a positive front-of-house experience for attendees.

Skill Requirements:

- Exceptional writer and copy editor skills.
- Google, Facebook, and digital advertising experience.
- Experience using Google Analytics as well as experience in CRM data-mining and segmentation.
- Demonstrates a high proficiency in Microsoft Office applications (Excel, Word, Powerpoint). Experience using WordPress, Adobe Photoshop, Mailchimp, and iMovie, and an understanding of HTML is an asset.
- Experience managing vendors, designers and developers.
- Post-secondary education or a minimum of three years' work experience managing marketing campaigns.
- Event and content marketing experience.
- Strong budget management skills.

Salary and Benefits

This is a full-time position 40 hours per week, with an annual salary of \$55,000 - \$65,000 commensurate with experience. Benefits include health and dental benefits, performance tickets, professional development, flexible work schedule and paid vacation including a company wide week long closure during the winter holidays. There will be requirements to work flex time with evening and weekend work. There is an expectation to work in the office a minimum of three days a week.

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How to Apply

We ask that applicants submit a cover letter and resume by 11:59pm on Sunday May 5, 2024. In the cover letter, please let us know what interests you about working for Soundstreams and how you feel you are qualified for this position.

Please apply in confidence by email to Beth Brown, Executive Director at bethb@soundstreams.ca re: Marketing Manager. Should you have any questions, please feel free to email Beth Brown at the previously mentioned email.

We thank everyone who applies for their interest, but only candidates selected for an interview will be contacted.