

RED DEER SYMPHONY ORCHESTRA

JOB TITLE: Coordinator, Marketing and Community Connections
DATE: November 2024
REPORTS TO: Executive Director

ORGANIZATION SUMMARY: Founded in 1987, the Red Deer Symphony Orchestra is Central Alberta's largest professional performing arts organization. Skillfully led by a volunteer Board of Directors, the RDSO is a community-oriented organization that is dedicated to engaging, educating, and inspiring Central Alberta through music.

JOB SUMMARY: The Marketing and Community Connections Coordinator (MCCC) shares in the operations of the organization and will assist the Executive Director in implementing policies that pertain to marketing and community outreach, as set by the Board of Directors. This position provides a unique opportunity to learn and grow in a fast-paced environment within the performing arts.

Note: This position is posted as part-time; hours may be increased to full-time for candidates with the required skill set(s) and experience.

JOB DUTIES AND RESPONSIBILITIES:

Administrative

- Provide coverage in maintaining the physical business office of the RDSO. Duties may include:
 - Picking up, processing, and sorting mail.
 - Processing deposits, payables, and receivables.
 - Data entry and maintenance of databases, files, contact lists, technology, software, and other CRM infrastructure.
 - Correspondence to Board Members, Committees, and audience members as necessary.

Fundraising, Sponsorship & Donor Stewardship, and Organizational Support

- Serve as an ex-officio member on the "Finance & Fund Development" and "Community Connection" Board Committees as deemed appropriate, which may include meeting and material preparation and detailed note-taking.
- Assist in conducting market research to identify ways to cater to RDSO audiences and expand reach.
- Advise the appropriate Board committees of matters that may be helpful to promote the orchestra's objectives.

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- Assist RDSO Board and staff in the stewardship of strategic partnerships with funders, donors, and community organizations.
- Act as an ambassador of the RDSO within the community.
- Ensure effective communication with the RDSO's volunteer groups and the general public to achieve the community connection objectives of the RDSO.
- Assist the Finance and Fund Development Committee with fundraising activities including special events, endowment and/or cash campaigns, planned giving programs, and cultivation of donors when applicable.
- Assist with grant applications and reports to foundations, corporations, and government agencies and assist with reporting on such matters to the Board of Directors.
- Ensure that all contributions and other support are acknowledged as may be required by law and as is otherwise appropriate; maintain accurate and complete records of financial contributions and other substantial support received (e.g., sponsorship, gift in kind donations, etc).
- Assist in the creation and distribution of promotional materials.
- Oversee and carry out the implementation of the marketing plan for promotional campaigns (subscription drives, special events, awareness campaigns) and for single ticket sales for concerts, using appropriate advertising and publicity to achieve maximum ticket sales.
- Organize and carry out regularly scheduled marketing activities.
- Help to organize and implement community outreach programs.
- Maintain awareness of activities and developments in the orchestral field in order to adequately market RDSO activities and increase its profile in the community.

Production

- Participate in RDSO events, programs, and/or functions that are occurring in and around concerts (e.g., open rehearsals, after parties, community programming, etc.).

QUALIFICATIONS:

Required

- 2+ years of work experience in marketing, public relations, grant writing, fundraising, or administration.
- Bachelor's Degree in Marketing, Communications, or related field.

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- Demonstrated knowledge and experience with social media networks (including Meta Business Suite).
- Demonstrated proficiency with Google Workspace, Canva, and Wix.
- Excellent oral and written communication skills.
- Attention to detail.
- Experience with multitasking and prioritization in a fast-paced environment.

Preferred

- Basic photography and photo-editing skills.
- An interest in marketing-related topics and challenges.
- A background in music and performing arts is not required, but would be considered an asset.

While regular in-office presence is required, there is potential for some remote work. Some evenings and weekends will be required to assist with performances, fundraisers, and board of director-related activities.

Qualified candidates are invited to submit a resume and cover letter to info@rdso.ca.

Application Deadline: November 18, 2024 at 11:59 PM.