

PORTLAND OPERA JOB DESCRIPTION

Position: OPERA MARKETING / AUDIENCE DEVELOPMENT MANAGER
Status: Regular, Full-time Exempt

Reports To: Director of Communications and Marketing

Direct Reports:

Normal Hours: 8:30 a.m.– 5:00 p.m., Monday – Friday, 37.5 hours per week
Requires after hours work evenings and weekends during show weeks and related events

OVERALL RESPONSIBILITIES

Works closely with the Director of Communications and Marketing (DoCM) to develop and execute a wide range of activities designed to enhance short- and long-term ticket revenue, attract new audiences, tighten the relationship with Portland Opera's existing audience and increase Portland Opera's presence in the community.

ESSENTIAL FUNCTIONS

- In conjunction with the DoCM, assist the Communications and Marketing team in devising and implementing strategic and comprehensive marketing efforts for subscription and single ticket campaigns.
- Devise and implement plans to attract new opera audiences, including but not limited to establishing Opera affinity groups, especially for the region's young professionals and the LGBT community.
- Refine and manage a robust subscriber retention program to foster an even stronger bond between Portland Opera and its subscriber base.
- Devise, institute and manage a variety of events and activities to increase the Company's image and presence in the city and region.
- Insure that Portland Opera has a strong marketing presence at all Company/Community events and that those events help increase the number of active accounts in our database and increase ticket sales.
- Establish and maintain ongoing relationships throughout the cultural arts/general entertainment community in order to establish mutually beneficial collaborations and create cross-marketing opportunities.
- Assist in enhancing Portland Opera's delivery of information to its patrons via video presentations on our website, social media, blogs, etc. Stay abreast of and advise the Director of industry trends in these areas.
- Other duties as assigned.

SKILLS AND EXPERIENCE

- Bachelor's degree in communications, marketing or related field
- 3-5 years arts marketing experience required. Opera marketing an important plus
- Familiarity with the opera art form
- Excellent oral and written communication skills
- Extremely organized and detail-oriented with the ability to handle competing deadlines in a fast-paced working environment
- Team player with strong initiative
- Professional composure and diplomacy
- Proficiency in Microsoft Office products

Helpful

- Integrated patron database system experience, especially Archtics or Tessitura

JOB CONDITIONS

This position requires work evening and weekends during show weeks. Attendance at previews, meetings, and events sponsored by Portland Opera is often mandatory.

Due to last minute changes and challenges, this position often works under pressure to meet deadlines and meet goals.

Office & Equipment Used: This position is provided unshared computer equipment. The office has florescent lighting and a north-facing window. Typical equipment includes personal computer, telephone, printer/copier/scanner/fax machine devices, and standard office tools.

Physical Demands: Position requires approximately 40% of the time working at a computer terminal, 30% on the telephone, 15% outside the office with vendors and clients, and 15% meeting with various Portland Opera employees, typically on-site. Some driving may be required.