

Marketing and Community Relations Coordinator Chor Leoni Men's Choir – Vancouver, BC

Who we are

Chor Leoni Men's Choir is a community dedicated to changing lives through music. For 30 years, we have combined world-class excellence with a dedication to the community where we live, and this dedication is present in all that we do: inspiring audiences, training artists, educating youth, and advancing our art form by creating, promoting, and presenting male choral music.

This dedication also translates to our singers, our community, and our staff. As a result, Chor Leoni has been recognized internationally through numerous festival awards and the Margaret Hillis Award, the most prestigious honour awarded by the professional organization Chorus America.

With more than 15 concerts a year, numerous local touring and charity performances, two youth education programs, an international male choral summit, composition competition, and robust digital programming, Chor Leoni is one of the most active amateur choral organizations in North America. This activity is supported by a committed, tight-knit team dedicated to advancing the choir's vision, mission, and values. This mission-driven approach inspires all of our work and is at the heart of the choir's impact, engagement, and success.

Job description

Chor Leoni is seeking a marketing and community relations coordinator to engage the 15,000 audience members, 10,000+ consistent digital viewers, 300 young choral singers, 200 festival participants, and handful of presenters, engagers, and organizers that participate in our programs each year. This role will also ensure that all of these participants have a world-class experience by coordinating front of house and community relations activities.

As a marketer, you're a creative spirit with an eye for the little things that excite others about Chor Leoni and its activities. You're keen to learn and grow, constantly searching out new trends and best practices. You understand and appreciate data as a driver for marketing insights that help the organization have a greater impact on the community. You love communicating with others in person, by phone, and in writing, and you pride yourself in your ability to put yourself in another's shoes. You like creating marketing plans and mapping out how each piece will contribute to a successful campaign – and then analyzing the results. You're social media savvy and love to come up with new ideas to share stories, experiences, and information. You have an appreciation for detail and all the things it takes to put your best foot forward. You have an understanding of the performing arts and a passion for the impact it – and choral music specifically – can have on the world.

As a community relations specialist, you understand audience needs and appreciate the nuance of patron interactions. You understand what it means to go the extra mile for others, and you find joy in making someone's concert or activity experience special. You are patient, understanding, and a great problem solver. You thrive in a small, tight-knit team, and enjoy fast-paced collaborative work in a mission and values-driven organization.

What you'll *actually* do

- Create and employ strategies to market Chor Leoni's annual season of concerts and events, including ad buys, direct mail, media relations, community partnerships, and other creative marketing initiatives
- Act as the primary liaison for our agency of record, Murray Paterson Marketing Group, when MPMG is directly responsible for campaigns, and support a number of externally-managed media relations campaigns
- Craft inspiring and compelling copy for concert, season-launch, and community engagement activities
- Coordinate season-wide and season-launch marketing activities
- Ensure Chor Leoni's story is told locally, nationally, and internationally, and that Chor Leoni maintains an active presence in the musical world
- Manage all social media channels including but not limited to Facebook, Instagram, Twitter, and YouTube
- Foster existing and form new community and media relationships that help support Chor Leoni's marketing efforts
- Coordinate marketing for Chor Leoni's educational programs MYVoice, ECAP, and Festival Singers, as well as Chor Leoni's local touring activities
- Coordinate and manage front-of-house for all of Chor Leoni's activities and events
- Liaise with our external box office
- Create, improve, and maintain a world-class patron experience
- Recruit and coordinate volunteers
- Help advance Chor Leoni's EDI goals by implementing recommendations and best practices in all marketing materials
- Track marketing and ticket sales data
- Receive weekly mentorship from Chor Leoni's Executive Director as well as training sessions from some of the best marketers in Vancouver

What you're great at

- Written, oral, and interpersonal communication and communicating with people from diverse racial, ethnic, and socioeconomic backgrounds.
- Coming up with creative ways to connect and build brand profile and heighten organizational visibility

- Marketing, marketing best practices, and digging through marketing data to improve results, with ideally 2+ years of business experience in a high-paced marketing environment
- Strong attention to detail with a keen eye for copy editing and proofreading
- Understanding the big picture in marketing plans and strategies while excelling at the little things that make those plans run
- A deep understanding of what inspires and drives others
- Creating and executing plans
- Engaging and managing a positive reputation through social media and technology including but not limited to Facebook, Twitter, YouTube, Instagram. Mastery of social media management tools, like Later, is an asset.
- Putting yourself in the shoes of others to understand their needs, wants, wishes, and desires
- Multitasking, prioritizing, and meeting tight deadlines in a fast-paced environment
- Being self-motivated and entrepreneurial in your approach to work
- Learning, improving, getting better, and applying it all to change lives through music
- Articulating your passion for the performing arts

This is an independent contractor position working roughly 28 hours (4 days) a week, mainly out of Chor Leoni's office but with the opportunity to be flexible and work from home at times. Remuneration for this role will be \$40K - \$45K, commensurate with experience. Our business is concerts and events and you will be responsible for front-of-house at all concerts, so some evenings and weekends are required (but they should be the best part of the job!). You'll work on a small, dynamic team, and your contributions will help advance Chor Leoni's Mission, Vision, and Values.

Your successful efforts will ensure greater participation in our concerts and programs and deeper engagement with Chor Leoni; expanding both our audience and participants, and fostering stronger relationships with the choir.

If this sounds like an opportunity for you, reach out to us at apply@chorleoni.org with the subject line **MARKETING AND COMMUNITY RELATIONS COORDINATOR**. We're open to a variety of backgrounds and experiences, but show us that you're the right fit with your cover letter and resume. The application deadline is September 24, 2021.

Chor Leoni is committed to building a diverse staff and strongly encourages applications from equity seeking, underrepresented, or marginalized communities.