



Job title	<i>Communications Associate</i>
Reports to	<i>Director of Marketing and Communications</i>

Job Summary

Austin Opera is seeking a dynamic and collaborative Communications Associate to join its administrative team in moving the institution forward through innovation and growth. The Communications Associate will be responsible for executing a strategic digital marketing and communications plan that advances the company's strategic plan. This position will work closely with the Director of Marketing and Communications, Chief Development Officer, Director of Education, Director of Audience Experience, Patron Relations Manager and outside vendors Cultivate PR and Venture Industries Online.

Duties and responsibilities

Social Media and Digital Content Management

- Assist in creating and maintaining up-to-date website content and design that facilitates community & company engagement and sales.
- Assist in producing and sending email campaigns using Wordfly.
- Assist with development of the digital and social media strategy.
- Manage social media channels (Facebook, Instagram, Twitter, YouTube) and help identify which other channels would serve the organization well.
- Assist in planning and execution of digital advertising via various channels (Google and social media).
- Work with Director of Marketing and outside vendors to ensure appropriate content and analytics are in place for all social and digital platforms.
- Assist with tracking and sharing media coverage on social and digital channels.
- Manage all online event calendar listings regionally and nationally, keeping event listings current.
- Manage a digital media library including video footage, audio files, photographs and other files.

Communications

- Assist with the creation and distribution of marketing and communications materials including but not limited to photographs, video, programs.
- Assist with the execution of an integrated company communications plan that advances the company's strategic goals in the community and in the field.
- Edit and proofread all company communications materials.
- Order stationery, business cards, name badges and all other branded collateral.

Customer Service

- Manage all Ticket Donation Requests.
- Attend appropriate events and performances, participating in front-of-house set-up and interaction.
- Serve as ticketing sales/box office backup.

Other Duties as Assigned

Qualifications

- 2+ years' communications experience required. Bachelor's degree in marketing, communications or related field is preferred.
- Ability to work evenings and weekends as needed.
- Familiarity with and enthusiasm for opera and the performing arts.
- Strong experience managing social media channels for a brand.
- Excellent writing, proofreading, and editing skills.
- Experience and familiarity with HTML, WordPress, and Wordfly or other email marketing software.
- Experience and knowledge of Adobe InDesign and Photoshop.
- Experience with content management systems, publishing platforms, content curation, video editing software, and digital asset management.
- High level of organization and attention to detail.
- Ability and agility to work under pressure, to adapt easily to changing situations and priorities, and to meet multiple deadlines and goals simultaneously.
- Ability to work well with a variety of stakeholders (staff, volunteers, patrons).

Please submit resume, cover letter, salary requirements, and work samples (writing, video, social media content) to careers@austinopera.org. No phone calls, please.