



TITLE: Digital Marketing Manager

REPORTS TO: Director of Marketing & Communications

JOB STATUS: Full-time; exempt

GENERAL POSITION DESCRIPTION

Opera Colorado seeks a highly creative Digital Marketing Manager with experience planning and executing digital marketing campaigns that engage, inform, and motivate. This position is responsible for connecting new and current audiences with Opera Colorado by delivering content in a meaningful and effective way across all digital platforms and contributing to the creation of that content. Under the supervision of the Director of Marketing & Communications, the Marketing Manager works to best convey the Opera Colorado brand and support the company's public relations, charitable giving, ticket revenue, and attendance goals.

KEY RESPONSIBILITIES

- Plan, execute, analyze, and optimize digital marketing campaigns, including paid social media, SEO/SEM, and Google advertising.
- Plan, execute, analyze, and optimize the company's email communications across all departments, including writing copy, laying out templates, managing lists, deploying emails, and researching and developing email automations, while maintaining an organization-wide email calendar.
- Plan, execute, and analyze multivariate experiments and conversion tests across all digital channels.
- Co-manage and optimize Opera Colorado's website, operacolorado.org, on a day-to-day basis via WordPress, with the support of an outside web agency for complex troubleshooting and development inquiries.
- Design and execute Opera Colorado's organic social media strategy (currently including branded Facebook, Instagram, Twitter, and YouTube accounts) in support of the company's marketing, public relations, education, and fundraising campaigns and goals.
- On-site assistance in audience development and patron experience efforts at Opera Colorado events.

DESIRED QUALIFICATIONS

- Demonstrable experience managing SEO/SEM, marketing database, email, and/or social media campaigns.
- Experience with email marketing automation software, preferably Active Campaign/Prospect2.
- Full understanding of all social media platforms.
- Solid understanding of web content management systems, preferably WordPress.
- Basic understanding of HTML, CSS, and JavaScript development and constraints.
- Demonstrated excellence in writing, proofreading, and editing.

- A passion for the arts is a must; a background in the arts—specifically opera or classical music—is a plus.
- Excellent attention to detail, a prowess for multitasking, and a reverence for deadlines.
- Strong listening and communication skills.
- Strategic, data-driven thinker with ability to work both independently and as part of a high-performing cross functional team.
- Demonstrated ability to work in an open, respectful, and collaborative environment.

HOW TO APPLY

Please submit a cover letter and resume to humanresources@operacolorado.org.