



OPERA COLORADO POSITION DESCRIPTION

Marketing Manager

Reports To: Director of Marketing & Communications

Type: FULL TIME

FLSA Classification: EXEMPT

THE COMPANY

Opera Colorado is a resident company at the Ellie Caulkins Opera House at the Denver Performing Arts Complex in downtown Denver, with its headquarters located in Englewood, CO. The company employs over 300 people during its season, which spans September through May and serves over 45,000 patrons annually through its mainstage and education programs. The company, which has an annual operating budget of \$6.6 MM, is known for opera productions of extraordinary artistry and innovation, encompassing a broad range of repertoire including contemporary and rarely performed works. The company is known for its outstanding Education and Community Engagement Programs supported by the Artists in Residence program, which focuses on the development of emerging vocal talent through main stage performances, community education programs, and statewide touring productions.

WHO WE ARE

Opera Colorado is a dynamic team of creative individuals passionate about our work and helping each other achieve our greatest potential. Adventure, curiosity, creativity, and transparency are at the heart of our team. We create great art, celebrate individuality, encourage growth, and have fun doing it. Our mission is to connect our Colorado Community to the emotions and stories of the world through traditional and innovative opera and educational training programming that is accessible to all. We believe that opera plays a vital role in enriching our community. Every day, Opera Colorado removes barriers to make opera accessible and affordable and tells stories that excite and connect us in meaningful ways. Our distinct contribution to our city's cultural life is centered on our grand opera productions at the Ellie Caulkins Opera House, with additional performances and educational experiences presented live and distributed digitally throughout the seven-county metropolitan area and across the state.

OUR VISION AND VALUES

Opera Colorado aspires to build a family of opera lovers, who reflect the multi-cultural fabric of our community. Our work will tell the great stories of opera, past, present, and future, showcasing diverse talent and innovative approaches that serve as a model for our community and the industry at large. To advance our mission and vision, the Opera Colorado staff has identified a set of core values that aim to inform our organizational culture and decision-making.

- We strive to create an **Inclusive** environment—providing equal access to all opportunities within the company and creating an environment where everyone feels welcome and safe.

- We foster **Creativity** in every aspect of our work—from the originality of our productions and educational experiences, to the way we innovate and solve problems.
- We are **Tenacious** in forging new paths and overcoming challenges—we don't give up when the going gets tough!
- We are **Passionate** about opera, our patrons, and our colleagues—we celebrate our dedication to creating the most compelling opera experiences for the widest audiences.
- We approach our daily work with a high level of **Integrity**—focusing on respectful, professional, and transparent actions, treating others as we would hope to be treated, and creating a trusting work environment.
- We know **Humor** fosters camaraderie and friendship—allowing us to maintain a lighthearted perspective and helping us view stressful events as opportunities.
- We exist to serve our **Community** but we also work collaboratively as a community of professionals—respecting our individual and collective talents and opinions, while building strong bonds between the company and our patrons.

POSITION OVERVIEW

Opera Colorado is looking for a creative, detail-loving, and highly organized **Marketing Manager** to bring our brand to life across digital, print, and social media. If you thrive on juggling multiple projects, love crafting compelling content, and get excited about engaging audiences—whether through digital ads, social media posts, or beautifully designed print pieces—this role is for you!

You'll work closely with the Director of Marketing & Communications to share the Opera Colorado story, grow our audience, and support our ticket sales, fundraising, and public relations efforts. Plus, you'll have the opportunity to see the impact of your work firsthand at our performances and events.

DUTIES AND RESPONSIBILITIES

- Execute and fine-tune paid social media and other digital marketing campaigns.
- Manage 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.
- Collaborate with the Director of Marketing & Communications to develop content strategies that showcase each Opera Colorado production and program.
- Lead the charge on organic social media (Facebook, Instagram, TikTok, and YouTube), creating content that showcases Opera Colorado's productions, programs, and behind-the-scenes moments.
- Help manage and maintain our website (operacolorado.org) through WordPress, working with an outside web agency as needed.
- Assist in the creation and delivery of advertising assets, including digital, print, outdoor, and broadcast, ensuring materials are designed and submitted on time.
- Project manage the production of our program books and other various marketing materials—working with designers and vendors to make sure everything is polished and accurate.

PERSONAL CHARACTERISTICS

- A mission-driven individual with a belief in and commitment to Opera Colorado's mission and values.
- A good listener and strategist; comfortable receiving input and able to formulate and execute a sound, well-organized plan.
- Intrepid yet tactful; determined yet respectful of others' concerns; someone with the flexibility and creativity needed to find alternative ways to reach objectives when barriers arise.
- A proactive, high-energy professional with a strong work ethic; eager to take a hands-on, collaborative approach in both strategy and execution.
- Emotionally mature with a good sense of humor and the flexibility and sensitivity to work with diverse personalities and situations.

QUALIFICATIONS

- A strong writer, editor, and communicator with excellent detail orientation and a knack for compelling storytelling.
- High emotional intelligence—a collaborative team player who can navigate different perspectives, build relationships, and adapt messaging to engage diverse audiences.
- Exceptionally organized with a proven ability to manage multiple projects, meet deadlines, and deliver high-quality, accurate work in a fast-paced environment.
- Comprehensive knowledge of social media platforms and trends, with demonstrable experience managing paid social media campaigns.
- Experience with email marketing automation software, preferably Active Campaign/Prospect2.
- Basic experience with web content management systems, preferably WordPress.
- A creative thinker with a good eye for design—bonus points for experience with Photoshop, InDesign, and/or Canva.
- Basic filming and editing skills (using your personal device and Adobe Creative Cloud or Canva).
- A passion for the arts is a must—opera or classical music experience is a plus!

PHYSICAL AND OTHER REQUIREMENTS

- Prolonged period of sitting at a desk and working on a computer.
- Some evening and weekend work required.
- Must be able to lift 15 pounds at times.

TO APPLY

Please send your resume and cover letter to humanresources@operacolorado.org.

Data show that women and BIPOC candidates more frequently do not apply to a job because they don't feel they meet all the qualifications listed. Our job descriptions are general overviews, not a mandatory comprehensive list. If you feel passionate about our efforts and believe that you have the skills to contribute to the growth of our organization, we want to hear from you.