



## Director of Engagement

The Association for Opera in Canada is hiring a Director of Engagement.

The Director of Engagement is a member-facing position, responsible for membership renewal and recruitment, communications, engagement and activation. Listening, responding, connecting and activating the many people and practices in the opera and music theatre sector in Canada is central to this role.

The association has grown in recent years, with significant representation among opera artists and smaller independent opera organizations. The association is also heading into a year of strategic review, taking stock of our recent goals, and charting a new course for the future that serves our larger constituency.

In this role, you'll be working with the Executive Director (ED) as part of three-person remote team (2 full time, 1 part-time), with an established daily working pattern using Slack, Zoom, and Sharepoint. The ED is an innovative and creative changemaker, who has run the organization for 16 years. The ED needs someone that will work with her, not for her in a traditional sense. She values having a daily coworker and sounding board and also values fresh ideas and original thought in alignment with member needs, our resources, and strategic priorities. What this means is that while the D of E's primary responsibilities are in Membership and Communications (approx 65% of role), they will have the time to be creative and to design solutions that make a difference and have a real impact for our members.

This is a full-time position with benefits, 9am to 5pm Eastern, Monday to Friday work week schedule. The position is remote but will also include occasional co-working in-person in Toronto 2-3 times a year.

### Responsibilities

- Manage semi-automated membership renewal, recruitment and retention campaigns and be the point person and in-house expert for the CRM member database (Membree), coordinate Membership Committee, and liaise with partner membership contacts at Opera America.

- Develop and maintain the Communications Plan, and contribute to all writing including the enewsletter, member communications, social media, press releases, program copy, website and grants.
- Provide project coordination to programs such as the Opera Summit, Regional roundtables, webinars and virtual convenings.
- Liaising with the members, hosting Zoom calls, and contributing to developing meaningful programs and services for the benefit of the opera sector.
- Contribute to day-to-day operations as required.

### Attributes

- Grit / Perseverance / Determination: Ability to buckle down and become the resident expert in the membership CRM (Membree), to streamline, manage automation, with accuracy and attention to detail.
- A quick learner, self-taught, problem-solver, critical/creative thinker, with ability to see opportunities as they arise.
- Excellent cogent, concise written and verbal communications and able to communicate messages in a variety of writing styles and voices, including promotional, grantwriting, informal, and storytelling.
- Highly collaborative and diplomatic relationship-builder adept at ensuring people feel seen and heard.
- Self-motivated, has initiative and can also take direction and be proactive in seeking clarity when needed.
- Ability to multitask, prioritize, meet deliverables, and track and communicate progress without check-in.
- Flexible and adaptable to rapidly changing circumstances.

### Requirements

- A University degree, and a minimum 5-year relevant experience in opera/performing arts and/or not-for-profit management is desired
- Tech-savvy using variety of digital communications tools like Mailchimp, Zoom, Slack, Office365, Wordpress, Pandadoc, Google Suite, Canva, Airtable, Instagram/Facebook,
- Experience working with one or more CRMs, bonus if it's Membree.
- Experience in program/project management.
- Experienced in the workings of a small not-for-profit operation
- French language ability is desired and will be considered an asset

### Salary

\$55K with supplemental health, dental, optical, and limited life insurance benefits following a probationary period. A company laptop is provided.

Apply to: Christina Loewen, Executive Director [christinal@opera.ca](mailto:christinal@opera.ca) with cover letter and resume.

Do you find this opportunity interesting, but think you don't meet some or all of the requirements? Apply anyway with more information about what makes you tick. We are always happy to be delightfully surprised by something we didn't know we needed.

Application deadline: August 12, 2024, at 5:00pm Pacific.

We invite applications from all qualified individuals and are committed to employment equity and diversity in the workplace. We welcome applications from qualified diverse and equity-seeking applicants including but not limited to women, racial groups and visible minorities, indigenous person, persons with disabilities, regardless of sexual orientation, gender identity or expression. We thank all applicants for their interest. Only applicants selected for an interview will be contacted.

#### **About Association for Opera in Canada**

We are the national arts service organization for opera music theatre in Canada. With members across the country, it seeks to create and sustain an environment that makes opera central to Canadian life. AOC provides services to members in advocacy, communications, research and professional development to strengthen the creative, adaptive, resilience and innovation capacity of the art form and to help the sector gather a common evidence base for opera's civic impact and community well-being.

For further information visit: [www.opera.ca](http://www.opera.ca).