



Employment Offer

Director

Marketing-Communications

The Opéra de Montréal showcases opera at its most diverse and daring, with offerings ranging from great classics of the opera repertoire to innovative new works. Well-established in Montreal, at the crossroads of North American and European culture, the company acts as a catalyst for the city's artistic creativity and celebrates Canada's rich vocal scene, presenting events that are truly unforgettable. The organization is currently undergoing a shift in its communications platform, with an increased focus on the richness and diversity of its activities (productions, community outreach, education, Atelier lyrique) in order to further develop Montrealers' sense of attachment to their opera company.

The Opéra de Montréal is seeking a **Director of Marketing-Communications** with a minimum of 5 years of experience in a similar role, ideally in an organization in the performing arts field. The successful candidate must have exceptional communications skills in both French and English, be sales results-oriented, and demonstrate strategic thinking that allows for the development of a coherent communications-marketing strategy in keeping with the organization's orientations and vision. Experience in managing technological innovation projects and/or customer service is an asset.

Reporting to the General Director, the **Director of Marketing-Communications** will be in charge of the Opéra de Montréal's sales, positioning, and reach. The **Director of Marketing-Communications** will work closely with a collaborative team that is focused on performance and will act as the point person for a wide range of strategic initiatives.

JOB DESCRIPTION

Brand Image and Marketing

- Develop strategic communications-marketing planning for the Opéra de Montréal's brand image and various activities
- Prepare briefs for the Opéra de Montréal's partner agencies and participate in decision-making for the institution's visual campaign
- Supervise the development of the media plan: planning, analysis, negotiation, and media buying
- Supervise the development of the subscription campaign plan and the concepts for its principal tools
- Develop the brand image and communications plan for the Atelier lyrique, in collaboration with the program's coordinator



Sales / Customer Service

- Set objectives and define sales KPIs
- Define the products sold and set their pricing
- Oversee the application of best practices for dynamic pricing and discounts
- Maintain high standards of customer service

Communications

- Define—together with the marketing-communications team and general management—key communications messages for the Opéra de Montréal
- Supervise the development of ideas for briefs, stunts, and press releases for the press relations agency
- Devise the strategy for various Opéra de Montréal communications tools: newsletters, social media, website, etc.
- Devise the content strategy for the Opéra de Montréal's various platforms

Analysis and Innovation

- Oversee various marketing intelligence projects in progress at the Opéra de Montréal
- Contribute to the development of client segmentation tools and analysis tools required to measure the effectiveness of the Opéra de Montréal's promotional campaigns
- Actively keep an eye on Opéra de Montréal attendance figures, for both paid and free activities, monitoring the evolution of the market for shows and cultural activities.

Partnerships

- Take part in the search for sponsors and partners, working with the Development team, to ensure the generation of business opportunities and own-source revenue
- Maintain an excellent relationship with Place des Arts

Personnel Management

- Define the tasks and responsibilities of the personnel under his/her supervision
- Mobilize, develop, and manage personnel under his/her supervision
- Manage budgets under his/her responsibility

Salary: competitive, based on experience

If you are interested in the position, please send your resume and a cover letter to rh@operademontreal.com before April 8th, 2019.