



## **Marketing & Promotion Specialist**

### **ABOUT US**

Guelph Chamber Choir (GCC) is a charitable organization, recognized locally and nationally as Guelph's premier choral ensemble. Its mission is to foster community connections through the shared appreciation of choral music via concerts, outreach, artistic collaboration, and local partnerships.

The scope of GCC's annual program generally includes:

- 4 to 5 ticketed concerts
- 3 to 5 community outreach activities (e.g., mini concerts, live-streamed events, workshops)

Having recently celebrated our 40<sup>th</sup> anniversary, and with the hiring of a new Artistic Director, we are looking forward to setting the stage of choral music in the upcoming decades.

We are seeking a Marketing & Promotion Specialist to support a forward-looking artistic vision and work with a creative team to shape its future success. Our goal is to:

- Grow and diversify GCC's audience and donor base
- Increase online engagement with its patrons and supporters
- Enhance the profile of GCC, locally and beyond

### **ABOUT YOU**

Come help us reach new audiences and build relationships!

#### **Responsibilities**

- Develop and implement a marketing and promotion strategy that aligns with the artistic program
- Coordinate, create, and post compelling content on social media platforms, with a focus on Facebook and YouTube, utilizing unique captions, trending hashtags and other methods that attract engagement and discoverability. Stay up to date on the latest social media app updates; learn and recommend emerging platforms
- Curate and post content for e-newsletter and website
- Coordinate non-digital marketing/promotion needs (e.g., media releases, ads/posters, concert programs)
- Support board committees by marketing/promoting initiatives such as fundraising

#### **Skills and Requirements**

- Appreciation of our community's arts and culture sector
- Experience in marketing and promotions

- Ability to manage multiple social media accounts
- Exceptional written communication skills coupled with creative skills to craft engaging content (text, image, and other mediums)
- Ability to conduct market assessment to grow and diversify audience
- Ability to work independently and with team of staff and volunteers
- Experience with graphic design is an asset, but not mandatory

**Position:** Part Time (approx. 10-15 hours/ week)

**Contract:** August to June every year (10 months)

**Remuneration:** \$20/hour

**Reports To:** General Manager

**Please submit your resume with a cover letter by email to [info@guelphchamberchoir.ca](mailto:info@guelphchamberchoir.ca) no later than Thursday, May 19<sup>th</sup>. Use “Marketing & Promotion Specialist Application” as your subject line. Only applicants selected for an interview will be contacted.**

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