

MARKETING COORDINATOR (CANADA SUMMER JOBS) – Job Posting

About the VSO

Vancouver Symphony Orchestra Founded in 1919, the VSO is the third largest symphony orchestra in Canada, and the largest performing arts organization in Western Canada. The VSO creates, curates, and connects irresistible musical experiences—performing 150+ concerts annually in its home, the Orpheum Theatre, as well as numerous venues throughout Metro Vancouver, and online. The VSO is one of a handful of orchestras worldwide that has its own music school: the VSO School of Music. The organization delivers extensive education programs reaching more than 50,000 young people annually, and community engagement initiatives that reach a further 100,000+ people. Maestro Otto Tausk is the VSO's Music Director and the Artistic Advisor of the VSO School of Music.

About the VSO School of Music

VSO School of Music, founded in 2010, is a 25,000 square foot state-of-the-art music school located adjacent to the Orpheum Theatre in downtown Vancouver. With a mission to enrich lives through the joy of learning, playing and performing the world's great music, the VSO SoM develops experiences that are accessible to all, regardless of age, ability, playing level or economic circumstances; and by nurturing creative and engaged members of society through achievement in the musical arts. With a roster of over 2000 students, the School is proud to offer individual or group instruction by members of the Vancouver Symphony and other high-quality music educators.

The school also features a performance theatre (Pyatt Hall) and Reception space which sees a wide range of arts, entertainment, and corporate groups utilizing the space for performances, recordings, and special events.

Marketing Coordinator – Canada Summer Jobs (Start date: May 23)

The Marketing Coordinator will be responsible for building on the existing marketing and communications strategy of the VSO School of Music (SoM) to create

VANCOUVER SYMPHONY ORCHESTRA

Mailing Address: 500—833 Seymour Street, Vancouver, BC V6B 0G4 tel 604.684.9100 fax 604.684.9264

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a comprehensive and dynamic media plan, along with communications templates for key programs and projects, such as new courses, concerts, and workshops. This will include but not be limited to:

- Performing market research into current trends, tracking data and coordinating with various SoM teams to assess marketing and fundraising priorities and objectives.
- Creating and disseminating digital content for social media, email marketing, website, and print communications, utilizing CRM software and design programs including Canva and Adobe InDesign.
- Work with community partners to build joint strategies, both in program partnerships and cross-marketing plans.
- Identifying and utilizing resources to reach target/new audiences including connecting diverse and underrepresented members of the community with artistic and educational experiences designed to benefit them.
- Maintaining the SoM's website.

Remuneration

This full-time, temporary position is 35 hours per week, \$17/hr, for 8 weeks.

What it's like to work here

The VSO and the VSO School of Music offer a fast-paced, creative, and strategically minded workplace environment. We are a group of music-loving arts administrators, with a passion for the performing arts, combined with business acumen, personnel management, and leadership, in a strong and collaborative environment. We are proud of the VSO's legacy in musical excellence and are working towards growing our reputation as a world-class orchestra, with state-of-the-art teaching facilities, outreach programs, as well as a community of engaged, philanthropic fans.

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The VSO and VSO School of Music offer hybrid working models, though given that we work in live performing events, we know that some evening and weekend work will be required on site.

The VSO and the VSO School of Music **value diverse perspectives, experiences and cultures and are committed to fostering an inclusive workplace.** We encourage applications for this position from members of all groups experiencing barriers to equity.

Benefits

The VSO and the VSO SoM offer a flexible work environment and other incentives and perks.

To Apply

Please email your resume and cover letter to jobs@vsoschoolofmusic.ca

Please include "Marketing Coordinator" in the subject line.

The VSO and the VSOSoM thanks all applicants for their interest, only those applicants selected for an interview will be contacted.

To be Eligible for CSJ hiring, youth must:

- be between 15 and 30 years of age at the beginning of the employment period;
- be a Canadian citizen, permanent resident, or person to whom refugee protection has been conferred under the Immigration and Refugee Protection Act for the duration of the employment**; and,
- have a valid Social Insurance Number

Application deadline

May 16, 2023 11:59PM

Projected start date: May 23rd