

About the VSO

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 1900 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.

Job Description

Marketing Coordinator, VSO

We're seeking a Marketing Coordinator who combines a passion for music with excellent storytelling and strategic marketing skills. The ideal candidate has an exceptional ability to create compelling written narratives that foster loyalty and help build the VSO's brand. The VSO Marketing Team manages campaigns responsible for driving over \$7 million in revenue. With 150 concerts and events in a typical year, marketing at the VSO is fast-paced and the ability to balance

VANCOUVER SYMPHONY ORCHESTRA

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

Location & Courier Address: 500—843 Seymour Street, Vancouver, BC V6B 3L4 | vancouverSymphony.ca

competing priorities is essential. The Marketing Coordinator (VSO) reports to the VP, Marketing & Sales (VSO & SoM) and works closely with other members of the Marketing, Sales and Customer Service Department, plus other team members of the VSO and SoM.

Qualifications & Experience

- A passion for building new audiences and loyal VSO fans
- Excellent written communication skills that engage readers and drive results
- Previous experience with email marketing and marketing automation platforms is an asset, including previous use of Active Campaign and/or Prospect2
- Appreciation and knowledge of classical music is an asset
- Experience tailoring communications for different social media platforms, previous experience creating content for TikTok in particular is an asset
- Proficient with Microsoft Office (Word, Excel, PowerPoint, Outlook)
- Ability to create and coordinate a content calendar
- Ability to write a compelling press release and support PR work within the department
- Strong command of written tone, with a desire to help build the VSO's brand and connect with new and existing audiences
- Ability to develop a style-guide to ensure consistency in communications
- Photography, content creation and design skills are assets but not required
- Openness to exploring possibilities and building buy-in from other team members and stakeholders
- Ability to balance competing priorities and meet deadlines
- A self-starter who enjoys working in a fast-paced team environment and is always curious to find new ways for the VSO to connect with new audiences
- Strong communication skills with experience collaborating with diverse team members, stakeholders and communities
- Post-secondary degree/diploma/certificate in communications, digital marketing, classical music, or a related field is an asset
- Ability to work occasional evening/weekend concerts and events

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Remuneration

\$48,000-50,000 per year

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.

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 VSOSoM offer a flexible work environment, extended medical benefits available to full time employees, and other incentives and perks.

To Apply

Please email your resume and cover letter to employment@vancouversymphony.ca

Please include "Marketing Coordinator" in the subject line.

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

Application deadline

Applications will be accepted until the position is filled.

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VSO VANCOUVER
SYMPHONY
ORCHESTRA

OTTO TAUSK
MUSIC DIRECTOR

VANCOUVER SYMPHONY ORCHESTRA

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