

# RED DEER SYMPHONY ORCHESTRA

**JOB TITLE:** Coordinator, Marketing and Community Outreach  
**DATE:** September 2022  
**REPORTS TO:** Executive Director, Leadership and Organizational Culture Committee, RDSO Board of Directors

**Organization Summary:** Founded in 1987, Red Deer Symphony Orchestra is Central Alberta's largest professional performing arts organization. Skillfully led by a volunteer Board of Directors, the RDSO is a community-oriented organization that is dedicated to engaging, educating, and inspiring Central Alberta through music.

**JOB SUMMARY:** The Marketing and Community Outreach Coordinator shares in the operations of the organization and will assist the Executive Director in implementing policies that pertain to marketing and community outreach, as set by the Board of Directors. This position provides a unique opportunity to learn and grow in a fast-paced environment within the performing arts.

Note: This position is posted as part-time, but up to 40 hours a week may be available for candidates with the required skillset(s) and experience.

## **JOB DUTIES AND RESPONSIBILITIES:**

### **Administrative**

- Provide coverage in maintaining the physical business office of the RDSO. Duties may include:
  - Picking up, processing and sorting mail
  - Processing deposits, payables and receivables
  - Data entry and maintenance of databases, files, contact lists, technology, software and publicity mechanisms.
  - Reminder emails to Board Members, Committees, and audience members as necessary.

### **Fundraising, Sponsorship & Donor Stewardship and Organizational Support**

- Serve as an ex-officio member on the "Finance & Fund Development" and "Community Connection" Board Committees as deemed appropriate, which may include meeting and material preparation and detailed note-taking.
- Assist in conducting market research to identify ways to cater to RDSO audiences and expand reach.

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- Assist RDSO Board and staff in the stewardship of strategic partnerships with funders, donors, and community organizations.
- Act as an ambassador of the RDSO within the community.
- Ensure effective communication with the RDSO's volunteer groups, and the general public to achieve the community connection objectives of the RDSO.
- Assist the Finance and Fund Development Committee with fundraising activities including special events, endowment or cash campaigns, planned giving programs, and cultivation of donors when applicable.
- Assist with grant applications and reports to foundations, corporations, and government agencies and assist with reporting on such matters to the Board of Directors.
- Assist in the creation and distribution of promotional materials.
- Oversee and carry out the implementation of the marketing plan for promotional campaigns (membership drives, special events, awareness campaigns) and for single ticket sales for concerts, using appropriate advertising and publicity to achieve maximum ticket sales.
- Organize and carry out regularly scheduled marketing activities.
- Help to organize and implement community outreach programs.
- Keep abreast of activities and developments in the orchestral field in order to adequately market RDSO activities and increase its profile in the community.

## **Production**

- Participate in RDSO events, programs or functions that are occurring in and around concerts (e.g., open rehearsals, after parties, seats for students program, etc)

## **QUALIFICATIONS**

- 2+ years of work experience in marketing, public relations, grant writing, fundraising or administration
- Bachelor's Degree in Marketing, Communications, or related field
- Demonstrated proficiency with Microsoft Office, Google Suite, Canva and Wix
- Excellent oral and written communication skills
- Attention to detail
- Experience with multitasking and prioritization in a fast-paced environment
- Demonstrated knowledge and experience with major social media networks (including Facebook, Instagram, and Youtube) is essential.
- Basic photography and photo-editing skills
- An interest in marketing-related topics and challenges

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- A background in music and performing arts is not required but would be considered an asset.

Opportunities for career growth within the organization are available should the candidate be successful in this position.

While some in-office presence is required, there is flexibility in working remotely to an extent. Occasional evenings and weekends will be required to assist with performances, fundraisers, and board of director-related activities.

Qualified candidates should submit a resume and cover letter to [info@rdso.ca](mailto:info@rdso.ca).  
Application Deadline: September 27, 2022 at 11:59 PM