



Role Title: Marketing and Digital Officer

Reports to: Producer

CONTEXT

Formed in 2013, Opera on Location (charity number 1190010) is a vibrant opera company based in Sheffield with one simple aim: to perform exciting site-specific opera.

After gaining charitable status in June 2020, Opera on Location continues to be committed to bringing innovatively staged, high quality, affordable opera to Sheffield and South Yorkshire. As part of Opera on Location's commitment to making opera more accessible, productions are always sung in English with newly commissioned librettos which reflect the modern-day world.

Opera on Location strives to develop its education and community outreach programmes within the city of Sheffield and the surrounding areas. As part of Opera on Location's 10th anniversary, our production will feature a community chorus of local amateur singers.

MAIN PURPOSE OF THE ROLE

To create and carry out a marketing plan to drive sales and awareness of Opera on Location's summer production in 2024.

KEY RESPONSIBILITIES

Responsibilities to include but are not limited to:

- Creating and managing a marketing plan for Verdi's *A Masked Ball*
- Managing Opera on Location's social media platforms
- Creating a press release for the production, circulating to relevant press contacts and liaising with requests from journalists
- Creating a Facebook event for the production and sharing information with relevant groups / accounts on Facebook
- Secure reviewers for the production
- Assisting the Co-artistic Directors with any other tasks related to the marketing and digital presence of the event.
 - Monitoring sales figures in relation to marketing activity and planning accordingly.
 - Circulating weekly sales updates to Producers

ADDITIONAL RESPONSIBILITIES

- Any other duties as may reasonably be required within the level and scope of the post.
- Ensuring the highest standards of professional performance are maintained.
- Supporting and wherever possible contributing to equality, diversity and inclusion within the organisation.

PERSON SPECIFICATION

All contractors are expected to provide proof of their right to work in the UK before or on the first day of the contract.

Education & Training	Essential/ Desirable	Assessed by
Educated to at least GCSE Grade C level (or equivalent) in English Language and Mathematics	Essential	Application
Experience of working in community / outreach roles within the Arts sector	Desirable	Application
Experience and Knowledge		
Computer literate and access to a computer	Essential	Application
Experience of basic administrative procedures such as handling data and managing email inboxes	Essential	Application
Experience of working with members of the neurodivergent community	Desirable	Application
Person Specification		
A demonstrable and passionate commitment to arts engagement, particularly with underrepresented groups	Essential	Application / Interview

Communication skills, including confidence in telephone communication	Essential	Application / Interview
Good organisation	Essential	Interview
Punctuality and reliability	Essential	References
Attention to detail	Essential	Interview
Remaining positive in difficult situations	Essential	Interview
Ability to remain calm under pressure	Desirable	Interview
A willingness to work flexibly	Desirable	Interview
Initiative and ability to work independently	Desirable	Interview
Special Features		
Flexibility to work weekends and evenings where required	Essential	Interview

TERMS AND CONDITIONS

Salary: £1,800 for the contract. Please note that the contractor is responsible for paying their own tax.

Hours of work: 16 days split between mid-June and August, approximately 1.5 days per week for 10 weeks. Evening and weekend work will be required.

Type of contract: Short term (10 weeks), freelance contract

Normal place of work: Working from home, with some attendance at rehearsals and promotional events in Sheffield.

