



## **Da Camera Singers – Business Manager Position Description**

The Business Manager is responsible for the day-to-day business of the organization including marketing and promotion, administration/operational management, fundraising, and concert management. The Business Manager reports to the Board of Directors and works in close association with the Artistic Director and the choir.

Specific areas of responsibility include:

### **Marketing and Promotion**

- Develop and implement a comprehensive, annual marketing plan including market research and analysis, goals/objectives, marketing strategy, budget, and evaluation
- Develop and maintain social media tools (e.g. Facebook, Twitter, Instagram) for advertising and promotional purposes
- Maintain and update the choir website; monitor website for inquiries and forward as required
- Manage the development of seasonal promotional material including full season postcards, individual concert posters and postcards; arrange for distribution of materials to singers at rehearsal
- Update the season mailing list and labels; plan and coordinate concert season direct mail campaign
- Promote and coordinate CD sales
- In collaboration with the Artistic Director, prepare and distribute media releases; serve as media contact for events
- Coordinate promotional appearances of choir
- Collaborate with other Edmonton choirs and arts organizations for cross-promotion of concerts in concert programs; e-newsletter
- Develop e-newsletter; keep email list current

### **Administration / Operational Management**

- Prepare and file annual grant applications (Edmonton Arts Council, Alberta Foundation for the Arts, other); meet with appropriate board members (president, treasurer) to review grant applications prior to submission
- Prepare and file reporting requirements for grants received
- Prepare and file required documentation for Alberta Registries; provide necessary information to Treasurer for Alberta Gaming Commission and CCRA filings
- Attend board meetings; attend committee meetings as required
- Prepare letters of introduction, appreciation, inquiry
- Plan and coordinate outreach activities
- Work in collaboration with tour committee to plan and implement local, national and international tours
- Create and maintain membership and alumni database
- Pick up mail from post office and distribute as necessary

### **Fundraising**

- Identify potential corporate and individual sponsors
- Initiate contact and follow-up with potential sponsors

### **Concert Management**

- Assist in the coordination of concert program; send to printer; pick up from printer
- Prepare contracts with musicians; arrange for payment of musicians
- Book venues for concerts and concert receptions
- Coordinate concert set-up and take down
- Coordinate concert logistics (front of house volunteers, ticket sales, cash box and float, CD sales, lights, presentations, intermission)
- Arrange for count of house for each concert
- Provide summary of tickets and cash from each concert; forwarded to Board president or treasurer

The ideal candidate will have experience in arts and cultural management and/or the not-for-profit sector, marketing; general administration. A related degree or diploma is preferred.

Additional attributes include:

- Excellent interpersonal and written communication skills
- Initiative and creativity
- Excellent organizational and time management skills; attention to detail.
- Computer skills; word processing, email, website administration

The Business Manager will be compensated for all direct expenses. He/she will be expected to work from their own office, and there will be some evening, weekend and holiday work. This is a part-time position of approximately 8-10 hours/week over twelve months. Salary: To be negotiated.