



ASSOCIATION FOR  
OPERA IN CANADA

## General Manager

Founded in 2000, the newly-rebranded Association for Opera in Canada is the national arts service organization for opera music theatre in Canada. With members across the country, it seeks to create and sustain an environment that makes opera central to Canadian life. AOC provides services to members in advocacy, communications, research and professional development to strengthen the creative, adaptive, resilience and innovation capacity of the art form and to help the sector gather a common evidence base on how opera contributes to community well-being and social cohesion (The Opera Impact Platform).

During the COVID19 crisis, AOC has distinguished itself as an essential connector, support resource, inclusive and consultative body, reflective of the many people and practices in the opera and music theatre sector in Canada. As the sector begins the long road to recovery and re-opening, AOC is working to promote and catalyze transformation in the sector towards building back better (greater resiliency, equity, civic impact). In doing so, it needs to grow its core staff and is now looking for a General Manager to help achieve its ambitious agenda.

In this role, you can make a difference and have a real impact. You'll be working with the Executive Director, a highly innovative and creative changemaker. The ED has worked many years as the sole employee of this organization, growing it over time to the place it is now. The General Manager will be a trusted and reliable support staff person to the ED. You will hit the ground running handling day-to-day operations, contributing across membership, communications, and special projects from the start. A priority for the ED and GM will be building a strong working relationship, complementing and balancing each others' skills and competencies, and sharing a mutual desire for one another's success and well-being.

This is a full-time position with benefits, based on a 35 hour/week schedule, Monday to Friday preferably from 9-5pm but with some flexibility. The position will start virtually from a home office but will also include co-working in the physical downtown head office when it is safe to do so.

## Responsibilities

- Manage semi-automated membership renewal, recruitment and retention campaigns and be the point person and in-house expert for the new CRM member database.
- Develop and maintain the communications plan, and contribute to all writing including the newsletter, member communications, social media, press releases, program copy, website and grants.
- Provide project coordination to exciting new programs such as The Opera Impact Platform, The Resiliency Framework, and new programs in equity and inclusive practices.
- Contribute to day-to-day operations as required.

## Attributes

- Excellent cogent, concise written and verbal communications
- Able to communicate messages in a variety of writing styles and voices, including promotional, grantwriting, informal, and storytelling
- Problem-solver, solutions-oriented, systems thinker, detail-oriented

- Excellent interpersonal skills, highly collaborative, builds good relationships with staff, members and stakeholders in a way that makes them feel seen and heard
- Self-motivated, has initiative and can also take direction and be proactive in seeking clarity when needed
- Ability to multitask, prioritize, meet deliverables, and track and communicate progress without check-in
- Flexible and adaptable to rapidly changing circumstances.

### Requirements

- A University degree, and a minimum 5 years relevant experience in arts and/or not-for-profit management is desired
- Experience in communications, membership and/or program management
- General understanding of realities of a small not-for-profit operation
- Tech-savvy using digital communications tools like Office365, Wordpress, Google Suite, Canva/Photoshop, Instagram, Facebook
- Experience working with one or more CRMs
- Some French language ability is desired and will be considered an asset
- Interest and experience in the performing arts or not-for-profit sector management.

### Compensation

\$50K with health benefits.

### To apply

Apply with cover letter, resume, and two writing samples in different styles to:

Christina Loewen, Executive Director [c\\_loewen@opera.ca](mailto:c_loewen@opera.ca)

For further information visit: [www.opera.ca](http://www.opera.ca).

Application deadline: January 15, 2021 at 5:00pm.

We are committed to employment equity and diversity in the workplace. We welcome applications from qualified women, members of racialized groups/visible minorities, Indigenous persons, persons with disabilities, persons of any sexual orientation, and persons of any gender identity or gender expression. We thank all applicants for their interest. Only applicants selected for an interview will be contacted.