



CANADIAN  
ASSOCIATION FOR  
THE PERFORMING ARTS

ASSOCIATION  
CANADIENNE DES  
ORGANISMES ARTISTIQUES



Choral Canada  
Canada Choral

Choral Canada (CC) and the Canadian Association for the Performing Arts (CAPACOA) are joining forces to create a challenging and rewarding full-time, bilingual (French/English) job for a communications professional who wants to make a difference. The role can be performed from anywhere in Canada.

## About the Employers

### Choral Canada

Choral Canada is the National Arts Service Organization for the choral arts sector and community in Canada. We exist to celebrate and champion choral music in Canada, serving our members and the arts sector through advocacy, professional development, research, providing resources and opportunities for networking and community building. Our flagship programs include the Podium Choral Conference & Festival, the National Youth Choir of Canada professional training program and tour, the National Competition for Canadian Amateur Choirs, the National Competition for Choral Writing, the choral journal *Anacrusis*, and more.

For more information about Choral Canada/Canada Choral, please visit: [www.choralcanada.org](http://www.choralcanada.org)

20 hours per week will be dedicated to Choral Canada.

### CAPACOA

The Canadian Association for the Performing Arts/l'Association canadienne des organismes artistiques (CAPACOA) is a national arts service organization supporting the performing arts touring and presenting community. CAPACOA works to advocate for the interests of Canadian presenters, agents and managers, artistic companies, networks and other stakeholders and the communities they serve, and to provide national-level opportunities for performing arts industry professionals to connect, collaborate, and develop skills.

CAPACOA believes the arts define our society. They are essential to the quality of life of all Canadians. We believe that we must:

- must meet the needs of our members
- offer a strong network of peers
- empower our members so they can best serve their communities
- take a leadership role in the development of the performing arts in Canada
- be a catalyst for innovation in the performing arts

For more information about CAPACOA please visit our website: <https://capacoa.ca>.

20 hours per week will be dedicated to CAPACOA.

**General Requirements:**

Excellent communications skills, verbal and written, in both official languages.

Experience working with digital communications tools, including email marketing, websites, blogs, social media, standard office software including the Microsoft Office Suite, Google Suite, and image editing software

Ability to communicate messages in an engaging manner in various settings, informal (i.e. social media) and formal (i.e. annual report). Ability to articulate why a given message matters to the intended audience(s).

Familiarity with one or more standard CRM programs. Familiarity with WordPress or similar.

**Personal attributes:**

- A confident user of technology
- Well organized
- Strong strategic sense
- Storytelling skills
- Data-driven
- An interest in performing arts and/or the not-for-profit sector
- Strong research and critical thinking skills
- Proactive at issue management
- Able to juggle multiple/competing priorities
- A good collaborator

Legally entitled to work in Canada

**Responsibilities**

**Choral Canada/Canada Choral**

- Working closely with the Executive Director and Programs & Services Manager, you support the Choral Canada membership and choral arts sector and community through online communications, social media, website, and in-person and virtual events.
- Management of Choral Canada's website
- Writing one-two e-newsletters a month
- Management of Choral Canada's Yapla CRM
- Management of Choral Canada's social media platforms and blog
- Marketing all of Choral Canada's events, programs, and opportunities
- Sourcing and sharing content relevant to Choral Canada's membership and choral art sector and community
- Management of advertisers for Anacrusis choral journal (published three times a year)
- Collaborate with Provincial Choral Organizations and other relevant networks to share content

## **CAPACOA**

Articulate a strong and active online presence across CAPACOA's communication channels, to better support and engage members, deliver research information and information relevant to the performing arts sector and increase awareness of CAPACOA.

- Update CAPACOA website weekly keeping it current and engaging.
- Co-write, curate and edit All Access, CAPACOA's monthly newsletter, with a mix of original content, secondary-source content, and member news relevant to the performing arts sector.
- Write and disseminate occasional press releases in consultation with staff and the Communications and Advocacy committee.
- Write or commission original news items/blog posts for publication on the website.
- Coordinate translation of contents, when necessary.
- Crowdfund or outsource compelling photos to add a visual storytelling element to all our photos.
- Disseminate original content and share relevant content over social media.
- Market all events and webinars through email and social media.
- When warranted, prepare and send a weekly news update, sent to all CAPACOA members.
- Highlighting sponsors, members etc. through social media when necessary.
- Promote all current programs among members and articulate their added value in light of members' daily needs and future expectations.
- Collaborate with other networks and arts service organizations to share contents across associations.

### **Compensation and benefits**

This is a full-time employment position, based on a 40-hour/week schedule. The starting salary range for this role is \$45,000/year. We offer statutory employment benefits, extended health benefits, and access to a professional development budget.

### **Reporting**

This position reports jointly to the Executive Directors of CC and CAPACOA.

### **Application process:**

Please send a resume, cover letter, and two writing samples to [info@choralcanada.org](mailto:info@choralcanada.org) with Communications Director in the email subject line.

CAPACO and CC are equal opportunity employers. We are committed to the principles of equity and diversity in employment. We encourage Indigenous people, persons living with a disability, sexual and gender minorities, women, and members of all minority groups to apply and to self-identify. All qualified persons are encouraged to apply.

### **Application Deadline: January 17, 2021**

We thank all applicants for their interest in the position. Only those selected for an interview will be contacted.