



OPERATIONS AND AUDIENCE DEVELOPMENT COORDINATOR

MasterVoices (formerly The Collegiate Chorale) is a large nonprofit, NYC-based chorus, founded in 1941 by legendary American choral conductor Robert Shaw. Our mission is to spark greater human connections through musical storytelling, providing unforgettable performances that reflect the world around us and reimagine what the choral experience can be.

Under the artistic direction of Tony Award winner Ted Sperling since 2013, the group is known for its versatility and a repertoire that ranges from choral masterpieces and operas in concert to operettas and gems from the musical theater canon. Season concerts feature a volunteer chorus of 120+ members from all walks of life alongside a diverse roster of world-class soloists from across the musical spectrum, recently including Julia Bullock, Kelli O'Hara, Nathan Gunn, Vanessa Williams, Renée Fleming, Nathan Lane, and groups ranging from Take 6 to Northwell Health Nurse Choir. Recent cross-disciplinary collaborations have included Vogue Editor-at-Large Hamish Bowles, Silk Road visual artist Kevork Mourad, fashion designer Zac Posen, illustrator Manik Choksi, and choreographer Doug Varone. In 2021 the group received New York Emmy and Drama League Award nominations for its multi-genre digital concert production of Adam Guettel's *Myths and Hymns*.

The **Operations and Audience Development Coordinator** is a new position within MasterVoices. Success in this position looks like higher attendance levels at concerts, greater artist and audience engagement year-round, consistently branded communications, and smoothly executed production protocols.

RESPONSIBILITIES:

- ❖ Design and implementation of audience engagement initiatives including email campaigns, social media, web content, and data collection. Managing relationship with external marketing firm, PR consultant, and development consultant; coordinating and ideating marketing campaigns. Tracking and analyzing audience metrics.
- ❖ Ensuring consistent and appropriately targeted messaging across all constituent groups – devoted patrons, general public, singing membership, artistic collaborators, board of directors, and staff.
- ❖ Establishing ongoing relationships with all constituent groups to create, foster, and maintain a sense of community.
- ❖ Managing concert operations internally as well as with external vendors and concert venues.
- ❖ Collaborating with Development Manager in the execution of special events.

QUALIFICATIONS:

Demonstrated experience managing productions, operations and/or developing and analyzing marketing campaigns for an arts nonprofit, preferably music-based. Excellent written and verbal communication skills are required. Some degree of music literacy is required. Love for musical theater, opera, and/or classical music is required. Experience with CRM software (e.g., PatronManager) and website management is required. Experience in theatrical production a strong plus. Facility in graphic design a plus. MasterVoices uses a hybrid model where employees may work part of the week remotely; the Operations and Audience Development Manager will be required to work a minimum of 3 days per week in the organization's office.

COMPENSATION:

This is a full-time position with a salary range of \$52,000-58,000, and providing full employer-paid health and dental benefits.

INTERESTED? READY TO APPLY?

Please send a resume and cover letter telling us about yourself and how your experience makes you an ideal candidate. Include what excites you about working at MasterVoices and/or in this position. We value a diverse and inclusive working environment for all employees, and our office is ADA-compliant and wheelchair-friendly. We encourage all interested candidates to apply by sending materials **by October 1** to **Julie Morgan**, General Manager, jmorgan@mastervoices.org.

MasterVoices provides equal employment opportunities (EEO) to all employees and applicants without regard to race, color, religion, sex (including gender identity), national origin, political affiliation, sexual orientation, marital status, disability, genetic information, or other non-merit factor. In addition to federal law requirements, MasterVoices complies with applicable state and local laws governing nondiscrimination in employment.