

Media and Communications Manager Victorian Opera

Company Overview: Victorian Opera is a respected and dynamic opera and musical theatre company that has been enchanting audiences with exceptional productions and innovative performances since 2015. With a commitment to artistic excellence and community engagement, Victorian Opera showcases the power of the operatic art form. Our productions captivate diverse audiences, fostering a deep appreciation for opera's cultural significance within contemporary culture.

Position: Media and Communications Manager

Location: Melbourne, Victoria, Australia

About the Role: Victorian Opera is seeking a talented Media and Communications Manager to lead and execute strategic communication initiatives that amplify the company's programming, educational initiatives, and community impact. As the Media and Communications Manager, you will play a pivotal role in promoting Victorian Opera's mission, building and connecting with audiences, and building strong relationships with media outlets and partners.

Key Responsibilities:

- Develop and implement comprehensive media and communications strategies to enhance Victorian Opera's sales, brand presence and reach.
- Manage relationships with media partners, journalists, and influencers to secure media coverage for productions, events, and initiatives.
- Create compelling press releases, media kits, and content to effectively communicate the company's story, achievements, and upcoming projects.
- Collaborate with internal teams to gather information and develop engaging content for various platforms, including website, social media, and newsletters.
- Monitor media coverage and analyse performance metrics to refine communication strategies and measure the impact of campaigns on sales and brand.
- Serve as a spokesperson for Victorian Opera, conducting interviews and representing the company in media appearances.
- Manage crisis communication by addressing and managing media inquiries in a timely and effective manner.

Qualifications and Experience:

- Bachelor's degree in Communications, Media Studies, Public Relations, or a related field.
- Proven experience (3-5 years) in media relations, public relations, or communications, preferably within the arts and culture sector.
- Exceptional written and verbal communication skills, with the ability to craft persuasive and engaging content.
- Strong network of media contacts and relationships within the arts, culture, and entertainment industries.
- Proficiency in utilising various communication channels, including traditional media, digital platforms, and social media.
- Strategic thinker with the ability to develop and execute creative campaigns that resonate with target audiences.
- Experience or understanding of crisis communication and handling sensitive issues with tact and professionalism.
- Highly organised, with excellent project management skills and the ability to multitask in a fast-paced environment.
- Passion for the arts and a genuine appreciation for opera's cultural impact.

Application Process: If you are a skilled communications professional with a love for the arts, we encourage you to apply.

Please submit your resume, a cover letter detailing your relevant experience and explaining your interest in Victorian Opera, and any relevant portfolio materials to evetj@victorianopera.com.au

Application Deadline: 4 September, 5pm.

Learn More: To learn more about Victorian Opera, our productions, and our mission, please visit our website: www.victorianopera.com.au

Equal Opportunity Employer: Victorian Opera is proud to be an Equal Opportunity Workplace. We value diversity, inclusivity, and equity and are committed to providing a safe, respectful, and welcoming environment for all employees. We strongly encourage applications from individuals of diverse backgrounds, including First Nations people and LGBTQI individuals. Our organisation believes that diverse perspectives contribute to a richer and more vibrant creative culture. We welcome you to join our team and help us further our mission of promoting the arts and making opera accessible to all.