

VICTORIAN OPERA

Position Description: Marketing and Development Coordinator

Title: Marketing and Development Coordinator

Reports to: Head of Marketing, Head of Development

Department: Marketing & Development

Employment Type: Full-time, on-site with some WFH flexibility

Location: Victorian Opera, Melbourne

About Us

Victorian Opera is Victoria's state opera company. We honour the centuries-old history of opera's boundless creativity while captivating audiences with relevant, creative and accessible work.

We create productions that inspire, challenge and stir the soul. Since our inception in 2005, our annual commission program has seen 40 new Australian works written, produced and performed.

In 2026, our 21st anniversary, we are delivering more productions and concerts that showcase and promote Australia's vibrant performing arts scene. We employ hundreds of singers, instrumentalists, theatre-makers and technicians to bring our creative vision to life, and engage audiences with this glorious art form.

A key focus of our organisation is to uncover and develop the talent of emerging artists, both on-stage and behind-the-scenes. From singers to prop makers to costumiers and everyone in between, artists work on productions with Victorian Opera to enrich their career. We delight in the hunger of these practitioners to learn and, ultimately, give back to the future of opera and music theatre.

About the role

Victorian Opera is seeking a dynamic Marketing and Development Coordinator to join our team in a dual role supporting both Marketing and Development departments. This position is primarily marketing-focused, with key responsibilities in donor engagement and event coordination.

The ideal candidate will bring at least five years of experience in a similar role or hold relevant arts management qualifications combined with industry experience. They will be a proactive, detail-oriented professional with strong digital marketing skills and a passion for the arts.

Key Responsibilities

Digital Marketing

- Manage and update the company website (WordPress) to ensure timely and accurate content
- Manage social media channels, including content planning, posting, and engagement
- Coordinate email marketing campaigns via WordFly for both Marketing and Development departments, including event RSVPs
- Maintain and utilise CRM (Tessitura) for audience segmentation and maintain accurate donor records

Horti Hall, 31 Victoria St, Naarm / Melbourne, VIC 3000, Australia | PO Box 524, Carlton South, VIC 3053 | Telephone +61 3 9001 6400

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ABN 56 116 549 798

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Content Creation

- Write email and social media copy
- Design content as required
- Generate content ideas to support production marketing and fundraising campaigns
- Proofread company materials
- Assist with marketing and publicity shoots as required

Print Management

- Collate materials for each production programme between company departments and key stakeholders
- Coordinate the design and print of the programme with designer / printer

Event Coordination

- Assist the planning and delivery of all VO events, including opening night functions, patron events and season launches
- Manage RSVPs and maintain accurate records of donor, sponsor, and patron engagement in Tessitura

Skills & Experience

Essential

- Excellent written and verbal communication skills
- Strong digital marketing expertise, including website and social media management
- Intermediate to advanced graphic design skills (Canva or Adobe Creative Suite)
- Strong attention to detail

Desirable

- Experience in arts or cultural organisations
- Familiarity with Tessitura, WordPress and WordFly

Personate attributes

- Highly organised and calm if under pressure
- Professional, collaborative and collegiate attitude
- Interest in arts and cultural events
- Flexible availability, including evenings and weekends as required

To apply, please email your resume and cover letter outlining your suitability for the role to recruitment@victorianopera.com.au by Friday 27 March 2026, 5:00pm.

All recruitment and promotion of employees at Victorian Opera will be based on merit regardless of sex, race, marital status, sexual preference or religion. We aim to recruit a diverse range of people with a diverse range of talents to achieve our goals.

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