



JOB TITLE: Communications Manager

REPORTS TO: Director of Advancement

CLASSIFICATION: Full-time, Salaried, Exempt

SUMMARY:

The **Communications Manager** is a key member of Des Moines Metro Opera's advancement team, responsible for shaping and maintaining the organization's external communications. Reporting to the Director of Advancement, this position plays a vital role in engaging audiences, donors, and the media through dynamic storytelling and content creation, social media management, email communications and media relations. Working collaboratively with the marketing, development and guest experience teams, the Communications Manager will ensure consistent branding and compelling messaging, cultivate and strengthen community relationships, and raise brand awareness for the organization.

The ideal candidate will possess exceptional writing and proofreading skills, keen attention to detail, a passion for music and the arts, and a flexible, growth-oriented mindset with a willingness to learn and adapt.

DUTIES and RESPONSIBILITIES:

- **Content Creation, Copywriting, Editing**
 - Create, curate, and manage compelling content for various platforms, including social media, website, email newsletters, press releases, season advertisements and print materials
 - Provide writing and editing support for advancement materials and company communications, including proposals, stewardship reports, annual fund appeals, company newsletters and season materials
 - Proofread and route all patron communications to relevant departments to ensure consistency in DMMO branding and to find and fix all inaccuracies
- **Social Media Management**
 - Develop and implement the social media strategy to grow followers and engagement across official DMMO platforms (Facebook, Instagram, LinkedIn, Threads, YouTube)
 - Create, schedule, and monitor social media content, ensuring alignment with DMMO's voice and brand
 - Engage with followers by responding to comments and messages to build relationships and collaborate with DMMO artists during the festival and throughout the year to expand our national and international social media presence
- **Email communications**
 - Manage all activities on the MailChimp platform and develop a communications calendar with Advancement Director
 - Work with Guest Experience Manager on all ticket/event related emails
 - Organize and develop monthly *News & Notes* e-newsletters in collaboration with Creative Director
- **Media Relations**
 - Build and maintain relationships with local, regional, and national media outlets.
 - Draft and distribute press releases, media kits, and feature stories to generate press coverage.
 - Identify press opportunities and monitor media mentions.
 - Work with Advancement Director to secure opera reviewers for each festival season and serve as the primary point of contact for reviewers during the season

- **Program Advertising**
 - Lead efforts to secure program advertisers in the annual Festival Season program book.
- **Special Events Facilitation**
 - Promote and share the mission of Des Moines Metro Opera through arranging, planning, promoting and executing special fundraising, cultivation and stewardship events for the company.
 - Prepare and oversee general operations for special events including cultivating and maintaining vendor relationships and strategic planning for annual events calendar.
- **Patron Manager and Box Office**
 - Undertake training to become a certified Patron Manager user
 - Assist Guest Experience Manager in taking ticket orders via phone and in-person
- **Promote an inclusive, respectful and compassionate working environment that prioritizes the company's values towards equity, diversity and inclusivity**

REQUIREMENTS:

- Have passion for connecting and building relationships with people
- Excellent donor/customer service skills and relationship management skills
- Experience developing and managing a variety of digital and social media platforms and programs
- Strong computer skills, including knowledge of Microsoft Excel and Word. Experience with Salesforce/PatronManager and MailChimp is a plus
- Three years or more of non-profit, events or performing arts experience preferred. Proven success in relationship building
- Be self-motivated and an independent thinker who consistently meets deadlines, resolves conflicting priorities, and has outstanding interpersonal skills
- Excellent organizational skills and exceptional written and verbal communication.
- Extremely detail-oriented and thorough work required
- Ability to manage multiple projects simultaneously and achieve results in a timely fashion
- Ability to work evenings and weekend events
- Flexibility and solution-oriented focus within fast-paced and ever-changing environments and various personalities
- Ability to maintain and work within a budget
- Residency in Des Moines, IA metro area. A relocation stipend will be offered if needed

PHYSICAL STANDARDS:

This position involves moderate work with lifting or moving up to 50 pounds occasionally and sitting or standing for long periods of time. The position requires the ability to use computer equipment and the ability to communicate verbally and in written word. This position occasionally requires long hours and a flexible work schedule in support of a performance schedule and special events.

BENEFITS:

Competitive health, life, disability, and retirement plan, and generous PTO. Salary is \$58,000.

APPLICATION PROCESS:

Submit resume and cover letter by email or by mail to:

Des Moines Metro Opera
 Attn: Scott Arens, Director of Advancement
 106 West Boston Avenue
 Indianola, IA 50125
 sarens@dmmo.org

DEADLINE:

Applications will be accepted until the position is filled. Applicant screening process to begin immediately.

As an Equal Opportunity Employer, Des Moines Metro Opera celebrates diversity and inclusion. We do not discriminate against any employee or job applicant on the basis of race, color, religion, national origin, creed, gender identity, sexual orientation, pregnancy, disability, age, veteran status, political affiliation or philosophy. All qualified applicants are encouraged to apply.