



Etobicoke Philharmonic Orchestra is looking for someone who:

- Is experienced in digital marketing, social media and communications
- Can create engaging content
- Has worked with Meta ads, YouTube, Mailchimp, Canva, Google, Eventbrite
- Is organized, self-directed, personable

While familiarity with community orchestras is an asset you need not be a classical music expert. *Being able to communicate the value of live orchestral music to inspire and unite our diverse Etobicoke community is essential.*



What you will do:

1. Raise awareness to grow our audience by

- a. Developing and delivering our **social media** plan, creating compelling digital and video content that drives engagement
- b. **Advertising** through Meta, radio, digital calendars / publications, our venues
- c. Nurturing known contacts via **email**
- d. Maintaining EPO **website** working with our webmaster

In all activities, use analytics and metrics to continually improve effectiveness

2. Produce communications on our

- a. Programs (Young Composer, Student Scholarship, Bursary)
- b. Donation and fundraising initiatives
- c. Personnel updates

3. Provide marketing support for outreach initiatives

- a. Complementary ticket programs (Canoo, TPL)
- b. Engagement with Etobicoke social, cultural groups and politicians

Time commitment

Approximately **10 hours per week on average**, with workload varying according to concert and campaign cycles. Priorities will be established with the Director, Marketing to ensure assigned work is achievable within this time commitment.

Attending evening/weekend events will be required.

Compensation & term

\$750 per month, payable at the end of each month.

6-month contract, with potential renewal subject to a performance review before the end of the initial term.

How to apply

Please send a **brief cover letter and résumé** outlining your relevant experience and why you are interested in joining our team.

Submit applications to: info@eporchestra.ca

Application deadline: October 15

The Etobicoke Philharmonic Orchestra is a not for profit, charitable volunteer-led community orchestra committed to an inclusive and welcoming environment and encourages applications from candidates with diverse backgrounds and experiences.