



Marketing & Communications Lead

Part-Time | Hybrid | Flexible Schedule

Potential to Grow with the Organization

Deadline to apply: August 21, 2026

Inspiring young people. Uniting voices. Singing our stories.

The Canadian Children's Opera Company (CCOC) is dedicated to providing unmatched opportunities for young people to connect, collaborate, create, and grow through opera. We believe every child has the right to quality music education, and that music and storytelling play a vital role in a young person's artistic, social, and personal development.

As Canada's only permanent children's opera company, the CCOC has inspired thousands of young performers for more than 58 years through exceptional training, innovative productions, and community engagement. Every day, our artists, educators, staff, and volunteers, work together to create transformative experiences that inspire artistic excellence and enrich the lives of young people, their families, and our community.

The Opportunity

The CCOC is seeking an experienced **Marketing & Communications Lead** to help tell our story, drive recruitment, and support the growth of our programs, performances, audiences, and fundraising initiatives.

This is an exciting opportunity for a marketing professional who is passionate about the performing arts and is looking for meaningful, flexible work with a leading Canadian arts organization.

As the CCOC's **Marketing & Communications Lead**, you will serve as the CCOC's primary marketing resource, responsible for planning, creating, and delivering marketing and communication activities that support performances, training programs, outreach activities, fundraising initiatives, and audience development. This hands-on role requires someone who can independently manage priorities and timelines, create engaging content, and coordinate campaigns to support the organization's goals.

You will collaborate with artists, educators, staff, volunteers, Board members, and external partners to drive engagement and to share impact with our audiences and community.

This is a part-time hybrid position averaging up to 15 hours per week, with flexibility in how those hours are scheduled. Most work can be completed remotely, with some evening and weekend attendance required for rehearsals, performances, meetings, and special events.

As the CCOC continues to grow its audiences, programming, and fundraising efforts, there is potential for this position to expand in scope and hours over time.

This position is well suited to an experienced marketing professional, consultant, or someone seeking a flexible part-time opportunity where they can make a meaningful contribution while enjoying a high degree of autonomy.

Why Join the CCOC?

Joining the CCOC means becoming part of an organization where creativity, collaboration, and community come together to inspire the next generation of artists.

You will have the opportunity to:

- Share the story of Canada's only permanent children's opera company and the young people at the heart of our work.
- Promote inspiring performances, innovative productions, and exceptional music education programs.
- Work alongside talented artists, educators, staff, volunteers and Board members who are passionate about opera and arts education.
- Shape and grow the CCOC's marketing and communications function during an exciting period of organizational growth.
- Enjoy the flexibility of a hybrid part-time role while making a visible and lasting impact.

Key Responsibilities

The **Marketing & Communications Lead** will serve as the CCOC's primary marketing resource, responsible for planning and delivering marketing activities that increase visibility, support recruitment and audience engagement, and promote performances, programs, and fundraising initiatives.

Marketing Campaigns & Audience Development

- Plan and implement marketing campaigns that support training programs, performances, auditions, outreach activities, fundraising initiatives, and organizational priorities.

- Manage campaign timelines and budgets, coordinate deliverables, and ensure marketing activities are completed effectively and on schedule.
- Monitor, analyze, and report on campaign performance, audience engagement, and digital metrics, providing clear insights and recommendations to senior management.
- Identify opportunities to improve audience engagement and strengthen connections with CCOC families, donors, alumni, and community members.

Content Creation & Storytelling

- Create compelling content that shares the impact of CCOC's programs and highlights choristers, alumni, artists, educators, productions, and community stories.
- Develop and coordinate content for social media, newsletters, website updates, email communications, promotional materials, and fundraising campaigns.
- Ensure communications are consistent, engaging, and aligned with CCOC's mission, voice, and brand.

Digital Marketing & Communications

- Manage CCOC's social media platforms, content calendar, and audience engagement activities.
- Maintain website content and ensure information is accurate, timely, and easy for audiences to access.
- Monitor engagement and identify opportunities to improve digital communications and audience reach.
- Track digital analytics and contribute performance insights to organizational reporting.

Marketing Resources & Coordination

- Coordinate marketing materials, assets, and resources to support campaigns and organizational needs.
- Work with external creative partners, including designers, photographers, videographers, and suppliers, as required.
- Maintain organized marketing files and ensure promotional materials reflect CCOC's brand standards.

Collaboration & Organizational Support

- Work closely with senior management, the Artistic Director, staff, volunteers, Board Marketing Committee, and external partners to coordinate marketing activities.

- Make day-to-day marketing decisions within approved priorities and timelines while collaborating with leadership on key organizational initiatives.
- Bring creativity, initiative, and practical solutions to strengthen CCOC's visibility and audience relationships.

Qualifications

We recognize that outstanding candidates come from a variety of backgrounds. If you are excited by our mission and believe your experience would contribute to our success, we encourage you to apply—even if you don't meet every qualification listed.

The ideal candidate will have:

- Experience developing and implementing marketing and communications strategies.
- Excellent written and verbal communication skills with strong storytelling abilities.
- Experience managing social media platforms and digital content.
- Familiarity with website content management systems, email marketing platforms, Google Ads and Facebook Ads platforms, and digital analytics.
- Strong organizational and project management skills with the ability to manage multiple priorities independently.
- Creativity, initiative, and the ability to work collaboratively with staff, volunteers, and external partners.
- Experience in the performing arts, arts education, or non-profit sector is considered an asset.

The role requires someone who is self-motivated, organized, and comfortable working independently while contributing as part of a collaborative team. Flexibility to attend evening and weekend rehearsals and performances, and special events throughout the season is required.

Application Process

Please submit your cover letter and resume in a single pdf attachment with the subject line "FIRST NAME LAST NAME: Marketing & Communications Lead Application" to Katherine Semcesen, Executive Director at katherine@canadianchildrensopera.com by **August 21, 2026**.

We are committed to equity in hiring and building a workforce that reflects the diversity of the community in which we live and serve. We welcome and encourage people from communities of colour, Indigenous, LGBTQIA2S++, with disabilities, and other equity seeking communities to apply. We thank all applicants, in advance, however, only those considered for an interview will be contacted.

The CCOC is committed to providing accommodations for people with disabilities in all parts of the hiring process. If you require an accommodation, please let us know and we will work with you to meet your needs.

About the Canadian Children's Opera Company

As Canada's only permanent children's opera company, the Canadian Children's Opera Company (CCOC) has fueled a passion for opera in thousands of young voices over 58 years.

We offer exceptional training in singing, music, and drama for youth ages 4 to young adult across our introductory kindergarten programme, four choruses and our Young Artist Studio, a pre-professional training program for young people ages 16 and up.

The CCOC performs regularly with leading arts organizations in Toronto and beyond, with members regularly performing in the Canadian Opera Company's productions. The CCOC regularly commissions, produces and presents innovative operas for young voices, and shares the love of opera through innovative outreach programs.

Annually, over 2,100 youth and families benefit from our programming, reaching diverse communities across the GTA.

Discover more at canadianchildrensopera.com