



Position Announcement

Job Title: Online Content Specialist
Reports to: Marketing and Communications Director
Classification: Part-time, non-exempt
Hours: 20-hour M-F work week, with some evenings/weekends possible
Start Date: June 2012

SUMMARY:

Minnesota Opera is seeking an Online Content Specialist to manage all web content and projects related to the company's websites and content channels (including mobile, smart phones and social media). The Online Content Specialist's role is to improve the design and content of our websites/online presence in order to increase revenue and patron engagement.

RESPONSIBILITIES:

The Website Specialist will provide support in the following areas:

- Improve architecture, navigation and content of websites
- Integrate content channels
- Develop content and site standards in alignment with company's graphics standards
- Develop and edit video and audio content
- Maximize SEO and keyword searching
- Conduct usability testing and site analytics
- Provide technical support for email campaigns and advise on best practices
- Administer the Opera's websites by supervising all content revisions and serving as liaison with third-party vendors
- Other duties as assigned.

QUALIFICATIONS:

- Significant experience with website development
- a strong technical background in website maintenance (including cms and xml)
- the creativity required to develop responsive, interesting original content
- Familiarity with Photoshop, Illustrator, video and audio editing software (Premiere Pro)
- Traditional writing skills and expertise in New Media
- Advanced knowledge of HTML and experience with popular content management systems (Drupal, Convio, Kintera, Hootsuite, etc.)
- Knowledge of analytical tools such as Google Analytics;

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- Strong attention to detail and accuracy while working within deadlines
- Ability to prioritize, multi-task and work independently and in cross-departmental teams in a fast-paced, deadline-driven environment
- Exceptional communication and organizational skills
- Available to work occasional weekends or evenings as necessary
- College degree preferred
- Knowledge of opera a plus but not required

How to apply:

Please send résumé and cover letter by June 1, 2012 to:

Lani Willis
Marketing and Communications Director
Minnesota Opera
620 North First Street
Minneapolis, MN 55401
lan@mnopera.org

The Minnesota Opera is an AA/EEO Employer

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