



Sarasota Opera
61 N. Pineapple Avenue
Sarasota, FL 34236
www.sarasotaopera.org

Position: Part-time Graphic Designer

Reports to: Director of Marketing

Works Closely with: Director of Development
Development Department
Education Department

Sarasota Opera produces impassioned opera performances true to the vision of the composer, to entertain, enrich, educate, and inspire a life-long love of opera in our diverse and growing communities.

The company owns the historic 1926 Sarasota Opera House and produces four operas in repertory from January to March, in addition to one opera and a Youth Opera production in the fall. Additionally, throughout the opera season, Sarasota Opera offers special events and concerts. The Sarasota Opera House is also available to other community groups outside of the opera season. The company has very active education and outreach programs which serve the Sarasota and Manatee County communities and beyond.

Position Summary:

We are seeking a part-time graphic designer to work to bring their talents to amplify Sarasota Opera's brand as one of the leading opera producers in the country. They will work within the Marketing Department but also collaborate with the Development, Artistic, and Education Departments to create print and digital materials which highlight the company's mission and are designed to increase our audience and donor base, as well as expand our reach into the communities we serve.

Specific Requirements:

- Design, layout and produce marketing collateral, advertising (traditional and digital) and support materials, while managing brand consistency.
- Manage and design the Sarasota Opera newsletter: Libretto. Create submission schedules and production deadline.
- Work with Development Department to create material for Fundraising campaigns and special events including flyers, invitations, menus, and any other necessary collateral.
- Collaborate with Youth Opera Department to design flyers, posters, programs, other collateral, and digital assets to promote concerts, summer camp promotion, fall production, Family Day, and other events.
- Create programs for concerts and special events.
- Assist Director of Marketing in managing the creation of the season program book and other materials (e.g., Annual Report).
- Integrate communication collateral in program activities (e.g., events, website, etc.)

- Catalogue, store and maintain all images, artwork and logos.
- Update Sarasota Opera website and suggest design and navigation changes as appropriate.
- Develop compelling designs, multiple image carousels, and other elements to promote effective digital campaigns as sponsored content for digital ad agencies and outside media sources.
- Working knowledge and experience in video creation and editing for social media content.
- Develop templates for eMarketing efforts and assist with execution of email campaigns.
- Create standards and content for social media channels.
- Manage projects, working within budget and scheduling requirements.
- Suggest enhancements for Sarasota Opera materials and design standards.
- Ensure Sarasota Opera branding guidelines are integrated in all collateral.
- Confer with staff to determine objectives, budget, and presentation approaches of upcoming publications.

QUALIFICATIONS

- BA/BS degree in graphic design, illustration or related area, or related experience.
- Excellent project management skills.
- Self-motivated with an attention to detail.
- Ability to work independently a must.
- Thorough understanding of production and current design techniques.
- Advanced experience with the Adobe Creative Suite (InDesign, Photoshop, Illustrator) and Adobe Acrobat.
- Experience with Canva for generating social media graphics.
- Experience with Adobe Premiere Pro, iMovie and other video platforms.
- Possess the ability to work in team environments.
- Experience managing multiple tasks in a fast paced, high-pressure environment.
- Agency/production related experience helpful.
- Experience in HTML and CSS is helpful.
- Familiarity with opera and classical music is helpful.
- Ability to write effectively is also helpful.

This is a part-time opportunity of 20/hrs per week. Hours can be flexible and some remote work is possible, but time in the office will be required. There is a potential of this position expanding to a full-time position for the right candidate.

Salary: Approximately \$18-20/hour

To Apply: Send your resume, work samples/portfolio, a cover letter explaining your interest, salary requirements, and the names and contact information of three references to soajobs@sarasotaopera.org with “Graphic Designer” in the subject line. No phone calls. All applications are welcome, but only those who are being considered will be contacted.

Sarasota Opera is an Equal Opportunity Employer and does not discriminate based on race, color, national origin, religion, ancestry, sex, age, familial status, marital status, sexual orientation, gender identity and expression, disability, or genetic information. Candidates from underrepresented communities are encouraged to apply.