

Digital Marketing Specialist

Maternity Leave Coverage: 14-month contract

For seven decades, the Calgary Philharmonic has been bringing communities together through the power of music. A pillar of the Calgary arts scene and one of Canada's most celebrated live music ensembles, the Calgary Phil presents more than 60 concerts a season across a wide range of programming — epic classics, thrilling collaborations, rockin' pops, family fun, and much more. The Calgary Phil also engages thousands of children each season through innovative and accessible Education and Outreach initiatives. In addition to 66 full-time orchestra musicians, the Calgary Phil is one of two major symphony orchestras in Canada that has its own chorus of over 140 volunteer singers. In a typical season, the Calgary Phil welcomes over 100,000 visitors, connecting audiences to live music experiences and serving the city of Calgary by fostering creativity and belonging. Your Phil. Your Music.

The Role

The Calgary Phil seeks a creative, highly analytical, and experienced Digital Marketing Specialist to join its team. The ideal candidate has a strong understanding of content marketing, is data-driven, and is passionate about promoting music and the arts. Previous experience with online lead generation, email marketing, and working with WordPress is required for this role.

The Digital Marketing Specialist reports to the Director, Marketing + Sales, and works collaboratively with the full administrative team and Orchestra musicians. This position is a 14-month contract to cover a maternity leave.

Responsibilities

- Work collaboratively with the Marketing team to execute the digital marketing strategy
- Work with external website developers to ensure effective user experience at calgaryphil.com, including integration with Spektrix CRM system
- Maintain and update content on the website
- Post, monitor, and engage on social media channels daily to build meaningful connections with the online audience
- Monitor, track, evaluate, and optimize social media campaign performance
- Coordinate content for digital advertising in collaboration with the Marketing team
- Work with external Google consultant to execute SEO/SEM strategy
- Design and implement direct email marketing campaigns, including weekly newsletters
- Manage and grow email contact lists
- Analyze and report on digital marketing results and provide insights and recommendations
- Coordinate social media coverage at concerts and events
- Participate in marketing duties at concerts, community events, etc.
- Other duties as assigned

Desired Qualifications

- Post-Secondary Education in Digital Marketing, Communications, or equivalent experience
- Experience working with WordPress — managing information and creating pages
- Proven track record in developing and executing social media campaigns
- Familiarity with email marketing tools (Dot Digital, Mailchimp, etc.)
- Exceptional written communication skills and ability to create professional content
- Strong attention to detail and ability to meet deadlines
- Demonstrated ability to work both independently and in a team
- Experience with Adobe Suite an asset
- A sincere interest in arts and culture

Additional Details

- This is a 14-month full-time contract position covering a maternity leave from 11 August 2025 to 16 October 2026. The salary range for this position is \$52,000 to \$57,000 annually, depending on related job experience.
- The Calgary Phil is trialing a hybrid remote work program. Employees who are eligible for this program
- can work up to three days/week from an appropriate remote location.
- As part of our full compensation package, Calgary Phil offers three weeks' vacation, a comprehensive benefits package that includes RRSP contributions, health coverage, an employee assistance program, bonus days off, and other non-cash benefits.
- Office location: Arts Commons, Floor 2, 205 8 Avenue SE Calgary AB T2G 0K9

Application Process

Deadline: 2 July 2025

Applications will be reviewed on a regular basis, and suitable candidates may be contacted before the deadline.

Please send cover letter, resume, and salary expectations to:

Janet Bwititi

Director, Marketing + Strategic Communications

HR@calgaryphil.com

The Calgary Phil is committed to fostering an anti-racist, equitable, diverse, and inclusive environment and, as such, encourages qualified candidates from a diverse range of backgrounds.

If you require accommodation for the recruitment/interview process, please let us know so that we can work with you to accommodate your needs.

We thank you for your interest in the Calgary Phil. Please note that only shortlisted candidates will be contacted.

Follow the Calgary Philharmonic @calgaryphil on Facebook, Instagram, and LinkedIn and register for email updates at calgaryphil.com/newsletter.