



CAPELLA REGALIS CHOIRS

6036 Coburg Road, Halifax, Nova Scotia B3H 1Y9 www.capellaregalis.com

ANNOUNCEMENT: 2024 SKILL summer job placement for university students in Nova Scotia

Job title: Digital Marketing Assistant

Wage: \$16/hr + 4% vacation pay. 35 hrs/week, 9 weeks.

Start date is negotiable: between June 1 – July 15.

Job description:

Capella Regalis Choirs is a registered Canadian charity dedicated to increasing access to the arts by training young singers and by offering financially- accessible and high-quality choral music presentations to the public. Founded in 2010 by Artistic Director Nick Halley, Capella Regalis comprises a Boys Choir, Girls Choir, and professional Men's Choir (including Young Men with changing voices). Please see our full biography attached below for more information.

The Digital Marketing Assistant will work alongside and report to the Executive Director and Assistant Executive Director of Capella Regalis to perform a range of tasks in the area of digital marketing. These tasks include taking stock of our organization's digital content (audio recordings, performance videos, photos, etc. currently on YouTube, audio streaming sites, our website, and in our archives) and strategizing how best to promote this content as well as our organization's in-person events and activities to a diverse online audience with a view to increasing awareness of and engagement with our organization's musical output and educational mission. Projects will include:

- Evaluating and building our organization's social media presence;
- Enhancing our SEO, social media, and other digital advertising campaigns (including identifying insights of past digital campaigns and helping to optimize future campaigns with specific recommendations);
- Implementing Google Ads programs and staff training opportunities;
- Promoting our Free Online Music Literacy Course and other online broadcasts to a wide-ranging audience through digital means;
- Brainstorming creative growth strategies to help increase viewership of our YouTube video recordings;
- Developing a digital archives plan for safekeeping and cataloguing of our digital content;
- Streamlining and enhancing marketing continuity across all our digital offerings and platforms;
- Assisting to develop a sustainable digital marketing strategy going forward.

The ideal candidate will be studying or have experience and significant interest in digital marketing and business development, will have a solid working knowledge of digital platforms and applications such as Google Ads, YouTube, Facebook, Instagram, MailChimp, events ticketing solutions, etc., will have strong English writing skills, will be detail-oriented and careful to represent

our organization's mission and work in an accurate and professional manner, will be self-motivated, communicative, and a problem-solver, and will be willing to take direction and supervision from senior administrators to continue learning "on the job" and to work effectively as a member of a team. The job will provide a meaningful work experience focused on building communication, marketing, organization, collaboration, and strategizing skills that will be useful in any number of future careers, whether in the arts sector or otherwise.

Please review the Capella Regalis biography attached below, then send a resume and expression of interest to Vanessa Halley, Executive Director, at vhalley@capellaregalis.com. Capella Regalis warmly encourages applications from people with disabilities, people of Black, Indigenous, or other minority heritage, 2SLGBTQI+, and people experiencing economic hardship or any other societal disadvantage. We thank all applicants for their interest. Only those selected for an interview will be contacted.



CAPELLA REGALIS

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A free music education in a centuries-old tradition. Inspiring and accessible professional performances.

Capella Regalis is a Canadian charity dedicated to training singers and to offering excellent choral music presentations to the public. Founded in Nova Scotia by director Nick Halley in 2010 to build upon the best aspects of the centuries-old European tradition of church choirs and to revitalize this method of music training in Canada, Capella Regalis now comprises a Boys Choir, Girls Choir, and professional Men's Choir (including Young Men with recently changed voices). Our children's choirs are free and open to any child who is keen to learn music.

Capella Regalis Choirs regularly sing Choral Evensong in the Cathedral Church of All Saints, Halifax, as part of the Cathedral's *Sundays at Four* series. The choirs also perform concerts around Nova Scotia and beyond in a busy September – June season, and engage the public in many music outreach initiatives.

Annual performances include tour programs of sacred and secular repertoire from across the Western tradition, and the popular, annual Christmas series, *A Chorister's Christmas*. In addition, Capella Regalis frequently collaborates with other groups and world-class musicians in live and online broadcast productions of major works such as J.S. Bach's *Easter Cantata BWV 4*, J.S. Bach's *Saint Matthew Passion*, Bernstein's *Chichester Psalms*, Bizet's *Carmen*, Britten's *A Ceremony of Carols*, Britten's *Saint Nicolas*, Fauré's *Requiem*, Handel's *Te Deum*, Monteverdi's *Selva Morale e Spirituale*, Monteverdi's *Vespers of 1610*, Orff's *Carmina Burana*, the Paul Winter Consort's *Missa Gaia/Earth Mass*, and Schütz's *Musikalische Exequien*.

Access to excellence.

In the performing arts world, a major barrier to participation is cost. At Capella Regalis, we are passionate about making professional-level choral music available to everyone because we know that music has the power to transform the life of a person, whether that person is a child finding their voice or a listener finding beauty in a soul-stirring performance.

The two goals of musical excellence AND accessibility for everyone inform all Capella Regalis programming decisions. The choirs regularly provide free or pay-what-you-can access to artistic online presentations of major works in tandem with their live performances. Capella Regalis also partners with local organizations to present free, family-friendly performances of iconic works such as Britten's *A Ceremony of Carols* and Fauré's *Requiem*. The choirs share a diverse range of musical repertoire with schoolchildren through free, interactive performances in local elementary schools. Most recently, Capella Regalis created a free, online Music Literacy Course to teach the basics of music reading in a way that anyone can access and learn at their own pace.

For more information, visit www.capellaregalis.com.