



CAPELLA REGALIS CHOIRS

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

ANNOUNCEMENT: 2025 Nova Scotia Student Summer Skills Incentive (SKILL) placement

A summer job opportunity for a Nova Scotia student who is entering or continuing full time post-secondary studies in the fall semester immediately following the work term, and who has been a resident of Nova Scotia for at least six months prior to the work term.

Job title: Digital Marketing Assistant

Wage: \$17/hr + 4% vacation pay.

Commitment: 30 hrs/week, 13 weeks. Work term start date is negotiable (anticipated start May 5, 2025)

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 three Halifax-based choirs: the Boys Choir, Girls Choir, and professional Men's Choir, as well as a South Shore Program based in Lunenburg. Please see our biography attached below for more information.

The Digital Marketing Specialist will work alongside and report to the Executive Director and Assistant Executive Director 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, and other materials 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. Other duties may include helping with various administrative tasks in the areas of audience engagement, events planning and publicity, documentation and archival work, and chorister recruitment for the coming season. The majority of the work will be computer-based, with regular staff meetings taking place over Zoom. Projects will include:

- Evaluating and building our organization's social media presence, including streamlining and enhancing marketing continuity across all our digital offerings and platforms
- Posting frequently on Instagram and Facebook
- Reviewing and improving 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)

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- Continuing Google Ads programs and staff training opportunities
- Promoting our newly released *Songs of the Sea* album to a wide-ranging audience through digital means, including promoting the music videos on YouTube
- Ensuring a wide reach for our new, online Music Literacy Course (a free course intended to unlock the language of music for people of all ages), by reaching out to music educators, teachers, students, church musicians, community music associations, and others in the province and across the country
- Brainstorming creative growth strategies to help increase viewership of our YouTube video recordings, including creating YouTube shorts from current content
- Assisting to develop a sustainable digital marketing strategy going forward, including creating a schedule and templates for social media posts (for other staff to continue after summer work term is done)
- Developing a digital archives plan for safekeeping and cataloguing of our digital content.

The ideal candidate will have significant interest and experience in digital marketing and business development; will have a solid working knowledge of and interest in further developing knowledge of digital platforms and applications including YouTube, Facebook, and Instagram; will have some graphic design experience using Canva or similar software; 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. Enthusiasm for classical or choral music, music education, or performance arts would be an additional asset, as would French or other language fluency. 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.

To apply, please confirm that you meet the NS SKILL basic eligibility requirements listed at the top of this posting, review the Capella Regalis biography attached below, and then send a résumé 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 racial 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 based in Halifax. In November 2024, Capella Regalis launched its South Shore Program, which provides weekly singing rehearsals in Lunenburg for children from Nova Scotia's South Shore communities. All Capella Regalis 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. Recent performances include J.S. Bach's *Easter Cantata BWV 4*, Britten's *A Ceremony of Carols*, Fauré's *Requiem*, Mozart's *Requiem*, Schütz's *Musikalische Exequien*, Rutter's *Visions*, and the Paul Winter Consort's *Missa Gaia/Earth Mass*; annual tour programs of sacred and secular repertoire from across the Western tradition, and the popular, annual Christmas series, *A Chorister's Christmas*.

Capella Regalis has released four CDs: *Benjamin Britten: A Ceremony of Carols* (2023), *Love Came Down: Carols for Christmas* (2019), *Greater Love* (2017) and *My Eyes for Beauty Pine* (2014), as well as many online performance broadcasts. A fifth CD, *Songs of the Sea*, will be released on May 1, 2025.

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.