

The Opera Out of Opera 2 Project (OOO2)

[Opera Out of Opera 2 \(OOO2, 2022-2025\)](#) is a cooperation project co-funded by the Creative Europe programme of the European Commission. This second edition builds upon the results from [Opera Out of Opera \(OOO, 2018-2020\)](#), arising from the common need of partners to re-launch and make new, younger generations rediscover opera.

Aims and objectives

- Creating and testing a reduced and innovative opera format, consisting in a visually attractive and engaging performance, easily reproducible, able to attract and engage young audience;
- Developing an Audience Engagement Strategy, foreseeing a set of activities for actively involving the target groups since the very beginning of the project;
- Co-creating a highly innovative OPERAONLINE, able to reach / engage the public both in presence and online, respecting covid-19 safety measures and bringing opera experience everywhere;
- Improving the existing interactive system (smartphone app) to customise the fruition of the performance, educate the new comers through tailored contents and guiding them in understanding the performances;
- Conveying the project vision and results, also by fostering synergies and networking opportunities with EU initiatives and relevant stakeholders.

Project partners

The Opera Out of Opera 2 Project is coordinated by [Conservatorio di Musica Santa Cecilia \(Italy\)](#) and the following project partners:

- [Mozarteum University Salzburg \(Austria\)](#)
- [Stockholm University of the Arts – SKH \(Sweden\)](#)
- [AEC – Association Européenne des Conservatoires \(Belgium\)](#)
- [Oslo National Academy of the Arts, The Academy of Opera \(Norway\)](#)
- [Escola Superior de Música e Artes do Espetáculo do Porto \(Portugal\)](#)
- [Nova Opera \(Ukraine\)](#)
- [WallMuse \(France\)](#)
- [AP. Jeunesses Musicales Croatia HGM \(Croatia\)](#) – Associate partner

Job offer

In the frame of the Opera Out of Opera 2 project, the European Association of Conservatoires (AEC) is looking for an independent COMMUNITY MANAGER to help with the implementation of the communication and dissemination activities throughout the project lifespan.

The selected candidate will also be in charge of the promotion of the audience engagement strategy on social media, setting up the profiles and creating regular content, as well as of the social storytelling campaign prior to the performances, among other minor tasks.

The position is perfectly suitable for working from home, and could serve as a complement to other job commitments. Full details of the offer can be found below. Candidates must send their CV and motivation letter to applications@aec-music.eu indicating as subject 'Application for OOO2 - Community Manager'. **The deadline for receiving applications is 28/02/2023.** Selected candidates will be contacted for an interview from 6 March onwards. Starting date is 01/05/2023.

Role of the COMMUNITY MANAGER

1) Implementation of the Communication Activities - in collaboration with the European Association of Conservatoires (AEC)

AEC has developed both the project *Transnational Communication and Dissemination Strategy* and the *Local Communication Plan*. Using these as the reference documents, the OOO2 Communication Working Group will proceed to implement the foreseen activities at both, local and transnational level. Overall, communication activities aim at promoting the project and the European Commission's financial support; promoting and disseminating the activities, outputs and events implemented; and promoting the circulation of artistic work developed in the framework of the project.

The Community Manager will take care of:

- Supervising the implementation of the Communication Strategies mentioned above;
- Setting up Facebook, Instagram and TikTok accounts, and producing regular content;
- Liaising with the official OOO2 project website developed by the leading partner;
- Coordinating the OOO2 Communication Working Group, composed of communication responsables appointed by each project partner, and organising online meetings (2 per year):
 - Coordinating activities implemented by the OOO2 Communication WG;
 - Coordinating material provided by the OOO2 Communication WG.

2) Social Storytelling - in collaboration with AEC and Escola Superior de Música e Artes do Espetáculo do Porto (ESMAE)

Social Storytelling aims at educating the audience on contents related to opera, promoting the performances on social media and presenting / feeding the OOO2 smartphone app. More specifically, it will consist of a preparatory work prior to the performances, which will keep the targets engaged throughout the entire project lifespan. The social storytelling will be carried out through the main social media channels of the project, and will count on the involvement of two influencers from the music field who will strengthen the visibility of the project online.

The Community Manager will take care of:

- Coordinating short trailers prior to the performances and follow up material;
- Coordinating contact with influencers, and their involvement in the Social Storytelling;
- Coordinating online streaming and social media campaigns during the performances;
- Coordinating content for the OOO2 smartphone app;
- Promoting the project Audience Engagement Strategy.

Position requirements

- Music background in marketing and social media (opera is an asset);
- Experience in setting up social media channels (Facebook, Instagram, TikTok);
- Experience in growing social media presence and audience engagement;
- Experience in international community management and online marketing;
- Excellent communication skills (English) and young-oriented language;
- Freelancer, paid on the basis of monthly invoices.

**Speaking any of the official languages from project partners is an asset, but not compulsory. Candidates without the above-mentioned experience, but with high interest in the project are also welcome to apply.*

Honorarium

The standard-based honorarium is calculated in based of one morning per week, in order to plan and create the content for all social media channels for the entire week. This includes the daily communication and social media management of the project, described in point 1:

- **400,00 EUR / month (excl. VAT), from May 2023 to June 2025**
- **TOTAL 10.400,00 EUR**

Besides, there is an extra-allocation calculated in based of the individual campaigns (3 campaigns, 1 per performance) for the social storytelling, in which content creation and social media needs to be strengthened. Each campaign lasts for 3 months: 2 months prior to the performance, 1 month to follow up). This includes all tasks described in point 2 above:

- **600,00 EUR / campaign (excl. VAT) - additional**
- **TOTAL 1.800,00 EUR**

Overall fee for the position = 12.200,00 EUR (excl. VAT)

Bonus:

Travel and accommodation covered for attending the 3 opera performances;

Travel and accommodation covered for attending OOO2 Communication WG meetings (if needed).

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