



## THE TEATRO REGIO TURIN FOUNDATION IS SEEKING TO FILL THE POSITION OF MARKETING DIRECTOR

The CEO of the "Teatro Regio Turin Foundation" (hereafter the "Foundation") announces a public call for candidates for the position of Marketing Director.

The position requires specific skills in the areas of marketing, communication, commerce and production. To be considered for this position the candidates will need a solid financial culture as well as ability to interpret market changes.

The Marketing Director of the Foundation will coordinate and manage, directly or in collaboration with the heads of departments, the following activities:

- a) Identify market trends, analyse consumers' needs and responses and predict the results of a given commercial operation - using all available tools of market research and data processing with the creation of a report;
- b) implementation of marketing plans and digital marketing strategies to transmit and strengthen the Foundation's image;
- c) design and execution of fundraising and crowdfunding activities;
- d) collaboration in the development of social media marketing strategies and audience engagement projects;
- e) collaboration with the Communication and Press Department for specific initiatives;
- f) cost evaluation, definition and management of the budget of each initiative;
- g) management of relations with the public.

### Marketing Director Requirements:

- excellent communication skills;
- sensitivity and understanding of artistic processes;
- excellent knowledge of the Italian and international opera scene;
- aptitude for problem solving;
- ability to manage human resources at one's disposal;
- negotiation, analysis, synthesis and anticipation skills;
- aptitude for teamwork;
- strategic, creative and structured work approach.

### Candidates who will be able to participate in the selection:

1. must be at least 18 years of age;
2. must be citizens of a European Union country; non-EU citizens in possession of all necessary permits for the performance of this position;
3. must not have any criminal convictions nor be in a state of interdiction nor be subject to preventive or other measures;
4. must be in full possession of all civil and political rights;
5. The hiring of any chosen candidate is subject to verification of their suitability which may also take place via a medical examination arranged by the Foundation.

### Experience and qualifications:

1. a university or conservatory degree or other academic qualification in humanities, in the economic-social field, marketing or artistic production of performance;
2. good knowledge of written and spoken Italian;
3. excellent knowledge of written and spoken English;
4. experience of at least 10 years in marketing related responsibilities;
5. professional experience in the field of promotion, communication, fundraising and crowdfunding, preferably in the cultural sphere;
6. excellent knowledge of all necessary IT software (Office, sharing tools, etc.);
7. good knowledge of the provisions of the national collective agreement applied to the Foundation.



The employment relationship is of an exclusive nature and of annual duration and will be governed by the national collective agreement applied to the Foundation with the economic treatment provided for by this CCNL.

This call guarantees equal pay and opportunities both for men and women for access to work pursuant to Legislative Decree 11 April 2006, no.198.

This call, with the relative "APPLICATION FORM", is published at the following internet address:

<https://www.teatroregio.torino.it/concorsi-e-audizioni>

Candidates must submit a specific "APPLICATION FORM" exclusively online by completing the entire form and sending the form published on the website of the Foundation by and no later than **May 15<sup>th</sup>, 2020**.

At the end of the compilation and submission of the electronic application, the candidate will receive an automatically generated confirmation of the successful acquisition of the application.

The Foundation will not be responsible in any way for any technical and / or IT errors, or for any delays, deficiencies and / or errors in e-mail communications. It is therefore the exclusive obligation of the candidates who has not received any notification to inquire, in good time, at the addresses indicated below about the correct reception of their application.

The following documents must be attached to the application for admission to the selection:

- Cover letter detailing the candidate's motivation for applying;
- detailed curriculum vitae and drawn up in Italian certifying the possession of the above requirements;
- a copy of a valid identity document.

The selection process will take place in the following two phases:

after the screenings of submitted materials, selected candidates will be invited for an interview.

The candidates are not entitled to any compensation or reimbursement for travel or accommodation expenses.

The Foundation reserves the right to revoke, modify, suspend and cancel this call at any time.

The Foundation also reserves the right to reopen the deadline set in this call for submitting applications.

For any information, send an email at the address: [audizioneiconcorsi@teatroregio.torino.it](mailto:audizioneiconcorsi@teatroregio.torino.it)

**This announcement exists in two versions (Italian and English). In case of dispute, the Italian version shall prevail.**

Candidates, by participating in this procedure, authorize the Foundation to process their personal data, in accordance with the current data protection regulation - Regulation (EU) n.679 / 2016 - for the purposes indicated in the information available on the website [www.teatroregio.torino.it](http://www.teatroregio.torino.it).

Turin, April 20<sup>th</sup>, 2020

The CEO  
*Sebastian F. Schwarz*