



SUMMER FEST 2019

Social Media Intern

The Social Media Intern will coordinate social media initiatives while collaborating with artists and their management to ensure consistent engagement leading up to Summer Fest 2019. This is a rigorous position in a fast-paced, collaborative environment and a great opportunity for an individual interested in gaining exposure to the non-profit arts sector while adding practical experience to their résumé.

Internship Duties

- Coordinate social media initiatives and aid in the creation of engaging content and contests leading up to the Fest.
- Monitor and augment appropriate posts and responses on SJZ's various social media streams
- Help develop, write and distribute approved Fest posts
- Formulate posts according to SJZ's style guide and proper grammar usage
- Research and engage all artist managers or artists to ensure they are promoting their participation along with accurate listings of the Fest on their websites/social channels.
- Ensure all of SJZ's social channels are following every artist participating in the Fest
- Compile social media handles and online contact info for artists
- Work with artists and agents to leverage their online audiences to promote ticket sales
- Collaborate with the sponsorship coordinator to ensure all Fest sponsorship needs. For social media are covered and scheduled.
- Must be present for all required events leading up to build engagement (i.e. Boom Box events; Kickoff Party)
- Coordinate other web, social media or PR initiatives as needed

Summer Fest Duties, August 9-11

- Act as the "front line" of audience and artist engagement during Summer Fest, posting various content on all platforms to promote interest in Fest programming.
- Interact appropriately (commenting, liking, retweeting, live posts, etc.)

Suggested Skills

- Excellent written and verbal skills
- Ability to craft engaging and insightful copy matching SJZ voice and tone
- Strong organizational skills and attention to detail
- Outgoing and diplomatic personality with the ability to lead others
- Familiarity with Google Drive
- Knowledge of Adobe Creative Suites and Microsoft Office Suites is a plus
- Confident using social media platforms like Facebook, Twitter, Instagram and Snapchat
- Experience with HootSuite is a plus
- Grace under pressure and creative problem solving
- Passion for live music!

Time Commitment

200+ hours, beginning by early June and ending August 23.

Start date of the position is flexible, but it should begin by June 3. A May start date is ideal. Scheduled hours should be two-three days per week in our downtown San Jose office, ramping up to 40 hours per week two-three weeks before the event. Attendance and work during all open hours of the Fest from Friday, August 9–Sunday, August 11, is mandatory. Reporting and de-brief activities will be done from August 12–23.

A \$1,000 stipend will be given upon completion of all duties on August 23. Passes for Summer Fest and other events will be provided, as available, on a case-by-case basis. To apply for this internship, contact Marketing Associate Kelly Quinlan at kellyq@sanjosejazz.org. Please supply résumé of past experience and a short statement of interest in the position along with a schedule of availability as well as any writing samples of content you believe best summarizes you as a writer (i.e. essay excerpts, social posts for an organization you were employed by, programs, etc). Please also include any links to organization social accounts you have previously/currently manage.

About San Jose Jazz

Founded in 1986, San Jose Jazz is a public benefit corporation celebrating jazz as a dynamic, evolving art form and is producer of the annual San Jose Jazz Summer Fest and Winter Fest. With its singular music programming and innovative educational offerings, San Jose Jazz preserves the jazz tradition while actively supporting the next generation of performers within the genre and beyond. In 1987 San Jose Jazz produced its first Winter Jazz Series; in 1990 it produced its first jazz festival; and in 1993 it produced its first youth education program. San Jose Jazz is a dynamic, region-wide organization presenting over 160 events annually.