



SUMMER FEST 2020

Community Outreach Marketing Intern

The Summer Fest Community Outreach Marketing Intern will identify and cultivate promotional relationships with community organizations, oversee and execute a marketing presence at community events in the months leading up to Summer Fest, execute our Buskers (Street Performers) Program and oversee the recruitment and organization of the Info Team, a special group of volunteers that provide information about SJZ as an organization during Boombox Truck events along with acting as information guides for Fest attendees at Summer Fest. This rigorous position in a fast-paced, fun and collaborative environment is a great opportunity for an individual interested in gaining exposure to the non-profit arts sector while adding practical experience to their résumé. Please note: this is an unpaid internship position.

Internship duties, before the Fest:

- Research and update a document listing promotional contacts in Silicon Valley community groups.
- Make contact with community groups, providing information and offers to promote Summer Fest; report on participation that comes from these efforts.
- Manage Buskers (Street Performers) Program, recruiting applicants, organizing information for judging, securing promo from the artists, monitoring attendance.
- Recruit, instruct and supervise volunteers at community events leading up to the Fest, in line with SJZ marketing priorities as part of the Info Team.

Internship duties, during the Fest, August 7–9:

- Instruct and supervise the Info Team. Ensure the team is well versed about San Jose Jazz and has all up-to-date marketing collateral to distribute throughout the 3-day Fest.
- Execute Buskers Program, monitoring attendance and delivering honorarium checks to performers at the end of their shift(s).
- Other tasks, as assigned

Internship duties, after the Fest, August 12–14:

- Create reports of experiences and recommendations from the creation of fest listings and execution of emcee program
- Update contacts and approaches on guerilla promotion doc.

Suggested Skills

- Excellent written and verbal skills
- Strong organizational skills and attention to detail
- Outgoing and diplomatic personality, with the ability to lead others
- Knowledge of Microsoft Office applications
- Experience with Google Drive is a plus
- Grace under pressure and creative problem solving
- Passion for live music!



Time Commitment

200+ hours, beginning by early July and ending August 14.

Start date of the position is flexible, but it should begin by July 1. Scheduled hours should be two-three days per week in our downtown San Jose office, ramping up to 40 hours per week one to two weeks before the event. We can accommodate vacation plans until August 1. Attendance and work during all open hours of the fest from Friday, August 7–Sunday, August 9, is mandatory. Reporting and de-brief activities will be done from August 12-14. Passes for Summer Fest and other events will be provided on a case-by-case basis.

To apply for this internship, contact Marketing Director Massimo Chisessi at massimoc@sanjosejazz.org. Please supply résumé of past experience, a short statement of interest in the position, a schedule of availability and any writing samples of content you believe are best for the position (i.e. essay excerpts, social posts for an organization you were employed by, program booklets, etc).

About Summer Fest

San Jose Jazz Summer Fest, formerly known as the San Jose Jazz Festival, is emblematic of the Silicon Valley start-up spirit and one of the largest independent, non-profit music events in the US. The first San Jose Jazz Festival took place in 1990 over two days in August at the Plaza de César Chavez. Its first day focused on fusion and its second day was dedicated to straight-ahead jazz, attracting about 10,000 attendees. This was a true grassroots effort, with the main festival organizers cleaning up festival grounds well after the last notes had been played in the park.

Festival Director Bruce Labadie funded the first two festivals out-of-pocket, and luckily the gamble paid off. Ever since, the plaza has remained the festival's epicenter and is now our Main Stage centerpiece. The festival's second year featured a stage on Post Street and the event has continued to grow. Through the '90s, the festival's expansion made it the largest free jazz festival in the United States, and the new millennium has seen the event grow to include nearly 1,000 musicians on 12 stages.

About San Jose Jazz

Founded in 1986, San Jose Jazz is a nonprofit celebrating jazz as a dynamic, evolving art form and is producer of the annual Summer Fest and Winter Fest as well as over 160 events annually. 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.