



SUMMER FEST 2020

General Marketing Intern

The Summer Fest General Marketing Intern will assist in website updates, online and email marketing and new program initiatives for Summer Fest. This is a rigorous position in a fast-paced, fun and collaborative environment. It is a great opportunity for an individual interested in gaining exposure to the nonprofit arts sector while adding practical experience to their résumé. Please note: this is an unpaid internship position.

Internship duties, before the Fest:

- Perform design and content updates to the organization's main & Summer Fest websites
- Edit and proof emcee scripts & other promotional narratives
- Perform basic photo, video and graphic editing using the Adobe Creative Suite
- Update event listings on various external sites as needed
- Help deploy html emails promoting Summer Fest using Constant Contact
- Research additional outlets to raise the Fest's visibility w/ general public.
- Research & update the press & other organization contacts document
- Other duties as required

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

- Following scheduling of emcees by marketing director, the intern acts as the main contact for the Fest's 20 or so volunteer emcees
- Deliver scripts to emcees & stage managers. Furnish emcees w/meal coupons & other items
- Assist in transport of official Fest videographer & dignitaries when needed
- Other duties as required

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

- Strong written communication & editing skills
- Experience with Google Drive
- Ability to work under pressure w/ strong project organizational skills & attention to detail
- Outgoing & diplomatic personality conducive to working in a team environment
- Knowledge of Adobe Creative Suite (including Photoshop, Illustrator & InDesign) & Microsoft Office applications (including MS Word, Excel & PowerPoint) is a plus
- Experience using WordPress or other web-based content management interfaces is a plus
- Experience with Constant Contact is a plus



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.