



## SUMMER FEST 2020

### *Social Media Marketing 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. This is a rigorous position in a fast-paced, fun and 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. Please note: this is an unpaid internship position.

#### ***Internship duties, before the Fest:***

- Coordinate social media initiatives and aid in the creation of engaging content.
- Help develop, write and distribute approved Fest posts.
- Establish the Fest as a “tagable” location on all social platforms
- Create tailored social promotion “kits” for artists and organizations
- 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 cover all pre-Fest sponsorship needs.
- Must be present for all required events leading up to build engagement (i.e. Boombox Truck events; Kickoff Party).

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

- 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.
- Ensure all sponsor social needs are covered during the Fest.

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

- Create reports of engagement with sponsorship posts, organic posts, specific hashtags, filters, etc. to paint a picture of successes and growth areas
- Create report on your experience of the internship

#### ***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, video editing and Microsoft Office Suites
- Confident using social media platforms like Facebook, Twitter, Instagram and Snapchat



### ***Suggested Skills, Cont.***

- Experience with HootSuite 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](mailto: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.