



SAN JOSE JAZZ

Marketing Assistant

Full-Time, Exempt | Salary Based on Experience

The marketing assistant supports the marketing director in promoting the mission, brand, programs and events of San Jose Jazz (SJZ). These include the annual Summer Fest, a 3-day music festival each August; Winter Fest, a series of concerts each February; bi-annual Gala fundraiser; membership efforts; education programs including Progressions, High School All Stars and Summer Jazz Camp; the SJZ Boombox Truck and the new SJZ Break Room venue.

The marketing assistant maintains the organization's two websites (sanjosejazz.org & summerfest.sanjosejazz.org); schedules and helps create email and social media campaigns; tracks and analyzes data to create monthly marketing reports; organizes assets such as photos, artist bios, program descriptions and logos; performs copywriting and design tasks for print and web pieces including artist bios, blog posts, etc.; produces emcee scripts; manages seasonal interns and event volunteers; create and maintain promotional partnerships with other organizations and members in the community; assists in patron ticket purchases when needed using VBO ticketing system; works Front of House at events and manages volunteers; creates live social postings at events; raises awareness of SJZ in the SF Bay Area music community; assists with event production a portion of the year; provides marketing presence at select events; and performs various administrative tasks as needed.

SKILL SET

- Proficiency with Adobe Creative Suites (Illustrator, Photoshop and Premiere). Willingness and quickness at learning other applications as needed.
- Social media platform management (Facebook, Twitter, LinkedIn, YouTube, Hootsuite, Instagram)
- Clear communicator with excellent writing skills
- Organizational skills and excellent attention to detail
- Interest in a nonprofit music industry career
- Interest in building the live music scene in San Jose
- Public speaking or experience a plus
- Community organizing experience a plus
- Experience working in a nonprofit or event-centered role a plus
- WordPress CMS website maintenance a plus
- Constant Contact email creation a plus

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.



POSITION RESPONSIBILITIES

WEBSITE MAINTENANCE (25%)

- Use WordPress CMS to create and update web pages and menu structure
- Use Adobe Photoshop to crop images and optimize for the web
- Identify, edit and embed appropriate audio and video content
- Maintain consistency of brand, layout and style throughout site
- Update and troubleshoot interface for each ticketed event and serve as expert on the organization's ticketing solution
- Work with an external web developer to improve web functionality
- Proactively update the sites, replacing stale content

SOCIAL MEDIA AND DIGITAL MARKETING (20%)

- With marketing director, plan a top-down program of communications incorporating website/blog content, social media posts and email marketing, to effectively convey the organization's mission, programs and goals
- Capture photo, video and descriptive content at key SJZ events and edit for publication
- Write/create posts and deploy on the major social platforms including Facebook, Twitter, Instagram and LinkedIn, making sure posts are aligned with stated communications and sales goals
- Maintain and optimize SJZ's YouTube Channel to maximize viewership and subscribers
- Utilize Hootsuite to schedule and coordinate all social media marketing activity
- Maintain agreed monthly reports on engagement and growth of audience
- Monitor feeds, and respond to posts, to maintain a healthy dialogue with audiences
- Maintain knowledge of current social media trends and platforms
- Program and execute SJZ Video Wall presentations
- Program and deploy regular marketing, education, sponsorship and Board of Directors emails utilizing Constant Contact
- Manage workflow of Instagram contractor
- Work to discover new ways to reach SJZ's various audiences

MAINTAIN MARKETING ASSETS (15%)

- Procure, organize and maintain online database of information, photos and sponsor logos

GRAPHIC DESIGN (5%)

- Design and update simple flyers and web assets using Adobe Illustrator and Photoshop, ensuring all deliverables reflect San Jose Jazz brand standards
- Maintain graphic standards such as official logo files and seasonal style guides



GENERAL SUPPORT (15%)

- Provide marketing support for Sponsorship deliverables and reports
- Assist Marketing Director with other tasks, as assigned
- Support other departments as needed

MANAGE VOLUNTEER INFO TEAM AND INTERNS (10%)

- Assist the marketing director in hiring and managing seasonal marketing interns
- Schedule SJZ information tables at key events
- Create training materials and scripts for team members
- Create marketing materials, signage, email signup forms
- Schedule and lead meetings and training sessions for the group

LIAISON WITH COMMUNITY (5%)

- Represent SJZ at key live music and education events in the Bay Area, capturing sharable content, maintaining SJZ's visibility and informing others about SJZ activities and opportunities

EVENTS (5%)

- With help of finance director, set aside cash bank and materials needed for front of house and door sales at SJZ events
- Lead Front of House and door sales at SJZ ticketed events
- Act as marketing lead at assigned events, bringing, setting up and returning collateral, branding popups and other supplies, dependent on venue
- Show poise and diplomacy in working with the public at events

Applications are due by Monday, May 23, 2022.

To apply, please send a resume listing your education and experience pertaining to the job requirements and a cover letter underscoring your interest to:

Massimo Chisessi
Marketing Director
massimoc@sanjosejazz.org

No phone calls, please.