



## Position Description

<b>Position Title:</b>	Social Media Manager / Program Editor
<b>Department:</b>	Marketing and Communications
<b>Location:</b>	Santa Barbara, CA
<b>Status:</b>	Seasonal, Full-Time, Non-Exempt
<b>Employment Period:</b>	Monday, June 5 through Saturday August 5

### Position Summary

The Social Media Manager / Program Editor promotes events during the annual Summer School and Festival through printed programs and social media content while adhering to the Music Academy's brand. The position will divide its time between editing, routing, and printing programs and utilizing the Music Academy's social platforms (Twitter, Facebook, Instagram, LinkedIn, and TikTok) to increase activity and promote the Festival using curated content. This is a great opportunity for someone who has a passion for social media marketing and online engagement. This position works closely with administration, fellows, and teaching artists, and reports to the Senior Director of Content Marketing & Digital Experience.

### Position Responsibilities

#### Program Editor

- Utilize the ArtsVision scheduling platform and work in Adobe Acrobat
- Review program content for accuracy and edit to meet Academy Brand and Style guidelines
- Communicate with multiple departments to route and revise programmatic and sponsorship content
- Manage the printing of programs, including troubleshooting, archiving, and timely delivery

#### Social Media Manager

- Capture targeted events/rehearsal snippets for Festival promotions
- Work with social media firm to curate and review pre-scheduled content
- Monitor Academy platforms regularly for reshares and fellow updates
- Work with artistic team to determine best musical excerpts and video clips
- Work in the sendible platform to revise and schedule posts
- Utilize canva and platform-specific tools to create engaging reels and stories

### Candidate Profile

The Music Academy values colleagues with diverse perspectives who thrive in a collaborative, highly communicative workplace. Our administration collectively informs and agrees upon the organization's expectations for teamwork, including a positive, goal-oriented environment that positions every employee for success.

The ideal candidate will demonstrate some, if not all, of the following:

- A background in and passion for posting on social media platforms
- Experience using technology to produce hi-quality video/audio content
- Experience created branded content in Canva
- Superb writing ability
- Strong social and interpersonal skills
- Exceptional organizational and time management skills
- Positive and professional demeanor
- Ability to work on a team and adapt to changing work priorities
- An interest in the performing arts or classical music is a plus
- Bachelor's degree (or degree in progress) in Music, Marketing, Digital Media, or related field

### **Additional Requirements**

- Some nights and weekends
- Occasional travel between Music Academy's Miraflores campus and off-site venues
- All administration, teaching artists, and fellows on campus must provide proof of COVID vaccination

### **Compensation and Benefits**

This is a seasonal, non-exempt, full-time position. Compensation is \$18 per hour, commensurate with skills and experience. Seasonal employees are not eligible for Music Academy benefits unless required by law. Housing and meals are included during the summer residency for those not based in the Santa Barbara area. Lunch is provided on the Miraflores campus Monday-Friday for those not on the residential meal plan. Complimentary tickets are offered when available.

### **Application Process**

Please email a letter of interest and current resume to [hr@musicacademy.org](mailto:hr@musicacademy.org), using the subject header **Social Media Manager/Program Editor**. PDF format only. No phone calls, please. A background screening will be performed as a condition of employment.

The Music Academy is an equal opportunity employer. We aim to create a diverse and inclusive work environment and we value each employee's unique experiences and perspectives.

### **About the Music Academy**

Located in Santa Barbara, the Music Academy creates a space where exceptional talent can thrive by encouraging artists to stretch, experiment, improvise, and play. We give artists the tools they need to become not just great musicians but great leaders. With the sun shining brightly on possibility and potential, we unleash the creators who will reimagine the future of classical music. We catalyze the change that will propel classically trained musicians boldly forward.

The Music Academy's year round programs are: an annual Summer Festival for 136 fellows with more than 120 performances and events, Solo Piano, Duo, Fast Pitch, and Marilyn Horne Song Competitions; the Keston MAX partnership with the London Symphony Orchestra; the Innovation Institute's Alumni Enterprise Awards; a new Mariposa Series of concerts by Academy-affiliated artists, and *Sing!*, a children's choir free of charge for all participants that performs with local, national, and international partners.

For more information, visit [musicacademy.org](http://musicacademy.org).