



### **Position Description**

<b>Position Title:</b>	Marketing Assistant & 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 Marketing Assistant & Program Editor promotes events during the annual Summer School and Festival through printed programs and social media content while adhering to the Music Academy of the West's brand. The position will divide its time between editing, routing, and printing programs and assisting the Marketing & Communications department in executing single ticket sales campaigns and obtaining promotional assets for social media, press, and recruitment. 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 duties:

- 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

Marketing Assistant duties to include (but not limited to):

- Capture targeted events/rehearsal snippets for Festival promotions
- Work with the Marketing Associate on social media content creation
- Manage event listings for local media
- Assist the ticketing office with phone calls and customer service
- Revise website pages and artist profiles
- Take the lead on Grassroots marketing efforts

### **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:

- Experience working with social media platforms (TikTok, Facebook, Instagram, LinkedIn)
- Experience with Canva, Photoshop, and other image editing programs
- 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

### **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 **Marketing Assistant/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 of the West**

Located in Santa Barbara, the Music Academy creates a space where exceptional talent can thrive by encouraging artists to stretch, experiment, improvise, and play. The Music Academy provides artists with the tools they need to become not just great musicians but great leaders. The Music Academy's programs are: the annual eight-week Summer School & Festival which trains up to 140 fellows ages 18-34 and presents more than 120 performances and events, competitions, and a fully staged opera; *Sing!*, a children's choir free of charge for all participants that performs with local, national, and international partners; the MAX (Music Academy Exchange) partnership with international orchestras; the Innovation Institute's Alumni Enterprise Awards; and the Mariposa Series of concerts by Academy-affiliated artists.

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