



Position Description

Title: Marketing & Social Media Associate

Department: Marketing & Communications

Location: Santa Barbara

Status: Full-time / Non-Exempt

Position Summary:

The Marketing Associate is a key member of the Music Academy of the West's Marketing & Communications Department, reporting to the Senior Director of Content Marketing & Digital Experience and working closely with Music Academy administration, teaching artists, and fellows. This position provides essential support in curating and updating content for the Music Academy and will be the lead social media content creator. This is an excellent growth opportunity for someone passionate about social media, digital marketing, and the performing arts.

Position Responsibilities:

- Lead social media strategy to curate content which engages followers with meaningful storytelling via multiple platforms (YouTube, Facebook, Instagram, LinkedIn, TikTok)
- Actively engage on platforms to build followers and increase presence
- Analyze and report on social media metrics
- Create opportunities for fellows, faculty, and others to engage on our platforms
- Capture Music Academy events, artists, and campus for promotional and archival use as in-house photographer/videographer
- Update website content and build event pages
- Maintain press calendar listings for MA events
- Maintain marketing email database
- Manage grassroots marketing campaigns
- Assist in writing and editing artist profiles and biographies
- Assist in print collateral production including reviewing written content for accuracy and branding

- Work collaboratively across departments to ensure branding is consistent across organizational materials and platforms
- May require occasional work during evenings and weekends to accommodate business needs

Candidate Profile:

The Music Academy of the West values diverse colleagues 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:

- A background in and passion for engaging social media
- Experience creating hi-quality video/audio content and professional-level photography
- Website management/editing experience (wordpress)
- Familiarity with Canva, Photoshop, InDesign, Adobe Acrobat
- Experience a plus in: Sendible, ArtsVision, Spektrix, Airtable, Wordpress
- Superb writing ability and attention to detail
- 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 in music, Marketing, Digital Media, or related field

Benefits and Compensation:

This is a full-time, non-exempt position. Compensation is \$22-27 hourly, commensurate with skills and experience. The Music Academy provides a comprehensive benefit package for full-time employees, which includes health, dental and vision coverage, life insurance, paid vacation and sick leave and a 403(b) plan.

Application Process

Please email a letter of interest and current resume to hr@musicacademy.org, using the subject header **Marketing Associate**. 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.