



## Position Description

<b>Position Title:</b>	Marketing Media Assistant
<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 2 through Saturday, August 9, 2025

## Position Summary

The Marketing Media Assistant promotes events during the annual Summer School and Festival through event photography, social media content, and other digital platforms while adhering to the Music Academy's brand. The position will utilize the Music Academy's social platforms (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 Marketing & Communications.

## Position Responsibilities

- Work with marketing associate to curate, execute, and review content
- Capture targeted events/rehearsal snippets for Festival promotions
- Monitor Academy platforms regularly for re-shares and fellow updates
- Work with artistic team to determine best musical excerpts and video clips
- Work in the hootsuite platform to revise and schedule posts and analyze metrics
- Utilize canva, cap cut, and other platform-specific tools to create engaging reels and stories
- Review, organize, and archive b-roll and select photos for press, artists, and internal department usage

## 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 high-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 preferred
- Local candidate preferred

### **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. Complimentary concert 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 Media Assistant**. 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.

### **Our MISSION**

The mission of the Music Academy of the West is to provide classically trained musicians and diverse audiences with transformative educational and performance experiences. We support musicians to expand their talents, inspire each other, and pursue artistic innovation.

### **About the Music Academy of the West**

Located in Santa Barbara, the Music Academy of the West creates a space where exceptional talent can thrive by encouraging artists to stretch, experiment, improvise, and play. The Academy provides classically trained musicians and diverse audiences with transformative educational and performance experiences. The Music Academy's programs include an annual eight-week Summer School & Music Festival (June 15 through August 9, 2025) which trains up to 150 fellows ages 18-34 and presents more than 130 performances and events, competitions, and a fully staged opera; *Sing!*, a children's choir that performs with local, national, and international partners; the innovative Alumni Enterprise Awards; and Mariposa Concert Series.

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