



Position Description

Position Title:	Marketing Media Assistant
Department:	Marketing and Communications
Location:	Santa Barbara, CA
Status:	Seasonal, Non-Exempt
Employment Period:	Full-time Monday, June 8 - Monday, August 10, 2026 Opportunity for additional part-time work beginning as early as Monday, May 18, depending on availability

Position Summary

The Marketing Media Assistant promotes events during the annual Summer Music Festival & School 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 Music 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

- Curate content for promoting the new High School Intensive program

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
- Local candidate preferred (housing not provided)

Additional Requirements

- Some nights and weekends
- Occasional travel between Music Academy's Miraflores campus and off-site venues
- In-person, office on site

Compensation and Benefits

This is a seasonal, non-exempt, full-time position. Compensation is \$19-21 per hour, commensurate with skills and experience. Seasonal employees are not eligible for Music Academy benefits unless required by law. Lunch is provided on the Miraflores campus Monday-Friday during the Festival. Complimentary concert tickets are offered when available.

Application Process

Please email a letter of interest and current resume to 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.

Application review will begin in January and interviews will be scheduled on a rolling basis. Positions will be posted on our website career page while they remain active, and will be removed once a position has been filled.

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

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.

As part of its annual Summer Music Festival & School, the Academy presents the Fellowship Institute, which trains up to 150 fellows ages 18–34, alongside the new High School Intensive, a two-week program for 105 gifted musicians ages 14–18. Year-round programs include *Sing!*, a youth choir that performs with local, national, and international partners; and the Mariposa Concert Series, featuring Academy-affiliated artists. Each summer, the Festival showcases more than 100 performances and events, including masterclasses, competitions, and a fully staged opera. ***The 2026 Summer Music Festival & School will run June 14–August 8, 2026. The complete performance lineup for the Festival will be unveiled in early 2026.***

For more information, please visit musicacademy.org.