



## **Marketing and Communications Manager**

**Full-time/exempt**

**\$75-\$85k/yr + benefits**

### **Background Regarding the Organization**

CreaTV San José is a nonprofit Community Media Center in downtown San José. Our mission is to inspire, educate and connect San José communities, using media to foster civic engagement. Serving the San José and Silicon Valley community since 2008, CreaTV is a nationally recognized Community Media Center focused on access to media and technology, the art of storytelling, and digital equity issues.

CreaTV manages four public and educational Comcast cable channels, airing more than 3,200 locally produced videos in eight different languages each year. CreaTV offers monthly workshops in video production to the public and provides a vast array of video production services to nonprofits, cities, schools and individuals wanting to produce content for the channels. Our vision is to give everyone in San Jose the opportunity to have a voice by providing access to tools, training and distribution platforms. We believe this can transform and deepen our community conversation.

We are at a pivotal juncture in our organization's history as we lead the effort to create a collaborative space activated by the community and designed to reflect the diversity of San José. Our goal is to redefine how creative spaces are developed and used to transform a community. This new venture - Open San José - will feature 18,000 square feet of office space, gallery and public spaces, a large studio, and multi-purpose rooms that are fully equipped with technology and designed to be used for live and hybrid meetings, rehearsal space, podcast and media recording, trainings, and more.

### **The Position**

Reporting to the Chief Operating Officer, the Marketing and Communications Manager is a critical role, developing strategic direction for marketing and communications. The Marketing and Communications Manager will be a CreaTV employee, who may work on certain Open San Jose initiatives as approved and authorized by CreaTV. The position will manage all facets of marketing and communications including PR, brand, design, internal communications, advertising, digital marketing, social media strategy, and partnerships.

**Typical Duties** (*may include, but are not limited to, the following*):

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Drive multi-channel marketing, develop and execute marketing and communications plans and create best-in-class campaigns that fully align to our business strategy and mission. Develop campaign testing criteria to evaluate efficacy and success.

- Work with Open San José partners, design professionals and CreaTV leadership to develop brand standards and guidelines, aesthetic, and brand values/personality for Open San José. Ensure brand and messaging consistency internally and externally across platforms for both CreaTV and Open San José.
- Oversee launch and brand-roll out of Open San José. Develop launch strategy including marketing, communications, advertising, cross-promotion opportunities, and events.
- Evaluate and test content using A/B testing and other methods of content evaluation to hone digital messaging.
- Develop and implement SEO initiatives to drive organic site traffic for event rental and production services.
- Lead development of cross-promotional partnerships plan and execution including development of target lists, direct outreach and negotiation of terms.
- Manage the creation of marketing infrastructure to ensure brand alignment and efficiencies across the organization.
- Monitor and manage CreaTV, Open San Jose, and CEO's public profiles including press, thought leadership, presentations, digital content, social media, and all other relevant platforms and types of content.
- Lead the iterative process of content creation from concept development to completion.
- Collaborate with Creative Services Manager to write, develop and produce campaign videos, PSAs, short and long-form stories of impact, video snippets, interstitials, and other digital content.
- Build segmentation models based on audience characteristics and lead ideation and production of audience-specific content for communications assets including social media posts, paid advertising, FAQs, websites, articles, newsletters, email outreach, and marketing collateral.
- Lead PR efforts, writing press releases, editorial content, and talking points. Create media lists, pitch stories, respond to media inquiries, and track earned media reach.
- Develop impact measurement tools and reporting systems to support datadriven decision making. Track, analyze, and report on digital growth metrics; lead efforts in using data to guide online strategies.
- Manage digital marketing strategy for all platforms, analyze channel activities and adjust approaches to maximize results.

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Partner with Creative Services Manager, Facilities Engagement Manager, and Education and Community Manager to promote services, classes, events and facility rentals.

- Work closely with Development Director to create communications to donors, corporate sponsors, and foundations to expand our fund development efforts.
- Create reports for executive team and staff meetings detailing marketing and communications successes, campaigns, social media, and PR efforts.
- Manage relationships with external vendors and contractors, including designers, printers and consultants.
- Lead outreach and advertising of events – including two annual Open San José events.
- Oversee work of interns and volunteers.
- May need to use a personal vehicle for business-related travel in Santa Clara County.

#### **Skills and Abilities:**

- Excellent storyteller and persuasive communicator with strong attention to detail. Demonstrated ability to create innovative, engaging content and tell stories of impact.
- Ability to distill ideas and create a clear vision for communications and marketing.
- Demonstrated ability to hit and exceed marketing targets.
- Strong analytical and strategic skills with strong emphasis on data analysis.
- Strong team leadership and collaboration skills.
- Demonstrated ability to partner with diverse clients, staff, community members and external organizations.
- Work creatively and flexibly in a team environment, operating autonomously under minimal supervision, but accepting direction, supervision, and guidance when appropriate.

#### **General Requirements:**

- Excellent verbal and written communication skills.
- Must have the manual dexterity and coordination required to operate small push buttons, keys and switches associated with electronic devices and computers.
- Proficiency in database use, basic web maintenance, MS Office and Adobe Creative Suite.
- Must be able to climb ladders and be able to lift up to 50 pounds.

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- Must possess and maintain a valid California driver's license, have a safe driving record, and maintain California minimum required automobile insurance.  
May require occasional evenings and weekends.

**Education/Experience:**

- A bachelor's degree in marketing, communications or a related field.
- Three to five years of experience leading marketing and communications.

**Compensation:**

This is a full-time, salaried, exempt position with a generous benefits package including health, dental, vision, retirement, and competitive paid time off and holiday policies. \$75k - \$85k.

People of color, women, formerly incarcerated people, LGBTQ+ individuals, and community visionaries are strongly encouraged to apply.

Please email a PDF **cover letter and resume** explaining your interest and qualifications for the position to [jobs@creatvsj.org](mailto:jobs@creatvsj.org) with the subject "Marketing and Communications Manager", by **Tuesday May 17<sup>th</sup> 5pm PDT**. Applications without cover letters will NOT be considered. No phone calls or hard copies of materials through the postal service.