



## **Content & Tech Strategist**

\$23.50 - \$26.50/ hourly Full-time, non-exempt

### **Background**

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

Since 2008, CreaTV has facilitated the production of and aired more than 30,000 community videos in eight languages, helped hundreds of non-profits tell their stories and build capacity, and served more than 20,000 youth through classroom and out of school time programs. As the media landscape continues to evolve and digital tools to communicate become more accessible, CreaTV serves as a unique resource to help our community use these tools effectively.

### **The Position**

Under the supervision of the Chief Technology Officer, the Content & Tech Strategist will support the day-to-day technology functions of the community media center (50%) and lead the content delivery strategies outside of our cable TV channels (50%). We are looking for a Content & Tech Strategist, who will be a part of the team, pioneering new approaches to content engagement at the intersection of content marketing, brand expansion and community interaction.

As a new position to the organization, CreaTV is looking for a self-driven, approachable and flexible individual who will assist in strengthening and maintaining our distribution and engagement strategies beyond cable broadcast. We're looking for a sharp, forward thinking, and community minded technologist, who has a deep passion and understanding of the power of media but may not have a background in traditional media outlets. The ideal candidate will have a diverse background in technology and is interested in helping us explore how CreaTV can stay relevant in a dynamic community media environment. A passion to serve in the nonprofit community, a desire to learn and grow, and a background working across many functions of an organization are key.

**TYPICAL DUTIES** *(may include, but are not limited to, the following):*

**Content (50%)**

- Design and oversee content delivery and viewer engagement strategies outside of cable TV channels.
- In coordination with appropriate staff, lead metadata creation and approaches with longevity in mind.
- In coordination with appropriate staff, drive traditional viewer and online engagement through web, social media and other platforms.
- Work to integrate programming (content) and member data ecosystem.
- Oversee all live content processes.
- Work with appropriate staff on equipment purchases, design, and maintenance regarding content distribution.
- Coordinate with marketing and production staff to keep online platforms fresh and updated.
- Research and implement content automation strategies.
- Manage and maintain community bulletin board engagement opportunities.
- Work towards making large amounts of content easy to search, consume and digest.

**Tech (50%)**

- In coordination with CTO, provide general IT support for staff and CreaTV members.
- Assist in maintaining content server, associated equipment.
- General computer hardware and software installation and updates.
- Assist in inventory entry and control.
- Assist in software and hardware troubleshooting.
- Monitor our content distribution and trouble shoot issues that may occur.
- Manage playback database backups and content archive.
- Supporting staff and members with ongoing technical competence and occasional training.

**General Requirements:**

Experience with online and/or OTT distribution methods, community media programming, or digital marketing strategies.

Demonstrated ability and desire to learn new technologies.

Strong customer service skills.

Strong verbal and written communication skills.

**Desirable Skills and Abilities:**

Strong troubleshooting skills with equipment and software.

Work effectively with users and staff in the resolution of equipment and software

issues.

Ability to effectively communicate technical information to interns, volunteers and less experienced staff.

Multilingual.

**Education and Experience:**

Any combination of education and experience that provides the skill, knowledge, and abilities required.

Bachelor or technical degree or professional technical experience equivalent.

**To Apply:**

Please email PDF resume and cover letter explaining your interest and qualifications for the position to: [jobs@creativsj.org](mailto:jobs@creativsj.org) with the subject Content & Tech Strategist. Please, no phone calls or hard copies of materials through the postal service. Application materials due by April 20<sup>th</sup> by 5pm PST.

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