



Marketing and Design Coordinator

Full-time, career position. \$42-\$45k + health, dental and retirement

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.

We manage four public and educational Comcast cable channels, airing over 3,200 locally produced videos in eight different languages each year. CreaTV also offers workshops in video production and provides a vast array of video production services to, non-profits, cities, schools and individuals wanting to produce content for the community.

The Position

Under the supervision of the CEO and Director of Fund Development and Engagement (DFDE), the Marketing and Design Coordinator executes a marketing plan that includes branding and messaging that promotes the organization and its programs across various media outlets including traditional and social media and collateral materials. The position will help produce design elements that help amplify the brand and provide consistency across all communication platforms.

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

- Collaborate with CEO and DFDE to execute marketing plan in alignment with the organization's strategic plan.
- Oversee content and maintenance of all website, newsletters and social media platforms based on brand principals and content strategies.
- Create monthly marketing calendar in coordination with CEO and DFDE.
- Assure that materials are produced, updated and available for events, outreach activities and courses.
- Lead all design efforts from basic logos to the look and feel of brand principals.
- Coordinate with CEO and DFDE to assure that there is a consistent feel and brand identity and language across all platforms.
- Respond to marketing inquiries, social media messages and website blogs

and comments.

- Assist in coordinating special events.
- Work with interns and volunteers to facilitate positive learning experiences and effective assistance for the organization.
- Creatively implement communications strategies within budget.
- Assist in managing archive materials and systems.
- May be assigned night and weekend shifts.
- May need to regularly use a personal vehicle for business-related travel in Santa Clara County.
- Other duties as assigned.

Desirable Skills And Abilities:

- Excellent organization skills.
- Strong communication, professional interpersonal, and social and phone skills.
- Ability to work independently exercising good judgment, and work as part of a larger team.
- Have a sense of creativity, a willingness to explore, and a desire to be innovative.
- Demonstrated experience in planning, drafting, editing, and publishing a variety of marketing/promotion materials (newsletters, brochures, posters, event announcements, etc.) in both print and electronic formats.
- Demonstrated experience in graphic design, content management, and website maintenance (utilizing Word Press or equivalent).
- Experience developing and providing content to social media platforms and knowledge of best practices in these spaces.
- Strong interpersonal skills and the ability to work with a diverse client base is required.
- Proficiency with word processing, desktop publishing, spreadsheet, database and website CMS computer software.

Other Desirable Qualifications:

Bi/Multilingual.

Knowledge of San Jose community.

Knowledge or experience with alternative or community media and/or public access television.

General Requirements:

Strong customer service skills.

Energy, enthusiasm, and a positive attitude.

Excellent verbal and written communication skills.

Highly organized and detail oriented.

Must possess and maintain a valid California driver's license, have a safe driving record, and maintain California minimum required automobile insurance.

Convey a warm and welcoming public manner.

Education/Experience Required:

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

Bachelor or technical degree, or professional marketing, communications or design equivalent to 2-3 years' experience.

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

To apply:

To apply please send:

- Cover letter
- Resume
- Examples of design/marketing campaigns

We will stop accepting applications on February 1st at 6pm.

Please no phone calls.