

## **SANTA CLARA VANGUARD DIGITAL MEDIA ASSOCIATE – JOB DESCRIPTION**

The Santa Clara Vanguard (SCV) Digital Media Associate will report to the VMAPA Marketing and Communications Manager and work closely with Corps Management to document life on tour with the drum corps. Managing our online presence from the road, this person will travel with the corps throughout the summer, producing photo, video, and social media content to share with fans across the world.

### **RESPONSIBILITIES**

- Work closely with the rest of the Vanguard Marketing and Communications Team, maintaining a high level of communication on project updates, timelines, and progress.
- Assist in the planning and execution of a shared content calendar for the organization's external communications campaigns and projects.
- Build positive brand awareness by expanding current audiences and bringing in new followers to Vanguard's social media platforms.
- Create compelling "on brand" content to keep audiences engaged and informed across various social media platforms.
- Shoot and produce creative, high-quality photo and video content from conceptualization through delivery.
- Optimize, organize, and prepare files for a variety of outlets.
- Other responsibilities as they develop based on interest and organization needs.

### **QUALIFICATIONS & EXPERIENCE**

- Currently pursuing or completed a Bachelor's Degree Program in digital media, photography, video production, communications, journalism, or related field.
- Excellent creative writing and storytelling skills.
- Experience managing a brand through social media.
- Strong understanding of internet trends and technologies.
- Advanced photo/video shooting and editing ability.
- Working knowledge of all necessary photo/video equipment (DSLR, microphones, etc).
- Proficient with Adobe software including Photoshop, Lightroom, and Premiere Pro.
- DCI experience on media staff or as a former marching member is preferred.
- Access to, or ownership of, personal photo/video/audio equipment is preferred.

### **TRAITS**

- Professional with strong moral character, integrity and interpersonal skills.
- Ability to prioritize and manage multiple tasks under tight deadlines.
- Highly organized with a strong attention to detail.
- Innovative, forward thinker with fresh ideas and a wide perspective.
- Works well as part of a team, open to feedback, and strong desire to develop professional skills.
- Strong and effective communication skills, both written and verbal.
- Rapid learner who thrives in a fast-paced environment, is flexible, and ready to adapt.

**KEY RESPONSIBILITIES:**

- Photography – Shoot, edit and organize photos that document life on tour with the Santa Clara Vanguard to be used in promotional materials online and in print. Fulfill specific photo requests as necessary.
- Video Production – Shoot and edit episodes to be released online as part of Vanguard’s “From The Field” documentary series. Fulfill specific video requests as necessary.
- Social Media – Manage the Santa Clara Vanguard Instagram and Snapchat accounts throughout the summer and help provide content for Facebook and Twitter as needed.

**LOCATION & SCHEDULE:**

The SCV Digital Media Associate should be available at the start of move-ins (May 18, 2018) to cover all Vanguard pre-tour rehearsals, and will travel with the corps to events throughout the state and across the country. A list of 2019 shows can be found here: <https://bit.ly/2nmXlmD>. Alternative coverage durations will be considered on a case-by-case basis.

**COMPENSATION:**

This is a paid position and you will receive compensation commensurate experience. All corps-related travel (including a flight home after DCI Finals), housing, and meal expenses will be covered by Vanguard. Personal travel and meal expenses are not covered. This is a seasonal/part time position and is not eligible for benefits through VMAPA.