

Programs and Social Media Associate

Job Description

Reporting to the Executive Director the Programs and Social Media Associate supports the ICA San José mission to connect people and communities. The Programs and Social Media Associate reinforces the ICA's commitment that art makes life meaningful, and to serving San José and the greater Bay Area by providing a free, safe and welcoming place for all. The work of the Programs and Social Media Associate helps to make possible the ongoing support of artists in our communities, as valued thinkers, storytellers, and creators.

The Programs and Social Media Associate does this through the collaborative development of programs, working closely in collaboration with the Curator and Director of Public Programs, and the creation and upkeep of effective social media promotions that is unified and attractive to all those we serve. The Programs and Social Media Associate helps to maintain the ICA's position as a leader amongst arts and cultural organizations in our region and works with the Executive Director to maintain the Board's awareness of the ICA's work.

In their role the Programs and Social Media Associate must be proficient with day-to-day marketing activities and long-term strategizing, and able to strive under tight deadlines to meet the ICA San José company's changing needs, and responsive working environment. The Programs and Social Media Associate also helps to provide reporting to facilitate all communications with the Marketing Committee of the Board of Trustees, in partnership with the Executive Director. In this work the Programs and Social Media Associate sets standards for analyzing engagement data, identifying trends in audience interactions, and assisting with planning digital campaigns to build community online in close coordination with the team at the ICA San José.

Objectives:

- Lead the creation and execution of public programs from start to finish, leveraging internal support and driving collaboration
- Partner with curatorial and membership staff to design, test, and evolve community-focused tactics that increase engagement through program development and grow the online and onsite audiences of the ICA San José and enrich the lives of those who do
- Informed by recent work in brand assessment at the ICA San José, and ongoing monitoring of metrics of online activity, establish positioning, identify target audiences, and develop marketing plans with specific objectives across different channels and segments
- Create, maintain, and conduct analytics reporting across multiple platforms and extract key insights for staff updates and quarterly Board reports
- Personal and professional growth and development, identifying training and educational opportunities when then arise

Responsibilities:

- Help develop creative briefs and guide creative direction to meet objectives for programs, and ongoing communications
- Work the Executive Director and other staff to support graphic design and print contractors to produce high-quality marketing and promotional materials to meet deadlines
- Oversee digital marketing partnerships and collaborations with different institutions including providing assets, media, and text for event and exhibition cross promotions
- Collaborate with the entire team in the development of public programs, and support and participate in the collective work around the Annual Benefit and Art Auction
- Provide support for the effective development of a Marketing Committee at the ICA San José, working closely with the Executive Director and Committee Chair, aligned with the concurrent development of a Strategic Plan
- Research digital marketing trends and latest platforms and keep strategies up-to-date.
- Ensure digital content aligns with exhibition communications and other museum marketing campaigns
- Represent ICA and conduct in-person outreach at events, one-on-one meetings, and other opportunities as needed.
- Point person for all Facility Rentals, if and when they arise