

Job Title: Marketing Web Assistant

Work Hours: Variable** (can include weekends and evenings)

Hourly Rate: \$18.52/hour

The Organization

Cal Performances is the performing arts presenting, commissioning and producing organization based at the University of California, Berkeley. Since 1906, Cal Performances has grown to become the largest multi-discipline performing arts presenter in Northern California, and one of the largest university-based arts presenters in the United States. Presenting an average of 80 fine arts events in the genres of music, dance, theater, and speakers, and in five venues—Zellerbach Hall, Zellerbach Playhouse, Hertz Hall, Hearst Greek Theater, and the First Congregational Church—Cal Performances brings world-class artists such as Yo-Yo Ma, Alvin Ailey American Dance Theater, the Vienna Philharmonic, Jazz at Lincoln Center Orchestra with Wynton Marsalis, Angélique Kidjo, and David Sedaris each season to campus, enhanced by programs that explore compelling intersections of education and the performing arts.

Background and the Position

Cal Performances has two websites: an ecommerce site (where we sell tickets and subscriptions, take donations, etc) and a marketing site (where content about shows, how to donate, the education programs we offer, etc, lives). The marketing site is housed in and run by the content management system (CMS) WordPress. The ecommerce site is delivered by a third-party ecommerce solution (TNEW) and uses its own CMS. Cal Performances' depends heavily on these sites for our organization's presence, overall ticket sales, and donations as the majority of patrons use them to interact with us, either for information gathering and/or business transactions.

Additionally, the Marketing and other organization departments use a mass email CMS (WordFly) to create and deliver marketing, show-specific, and miscellaneous emails to various constituencies, such as patrons and donors.

All solutions are web-based and require the knowledge of HTML/CSS to maintain/administer.

The Marketing Web Assistant position reports to and assists the Web and Marketing Technology Manager in the day-to-day maintenance as well as project-based tasks on the sites. This can include copy and image work, improvements to the site for accessibility, search engine optimization (SEO), broken links, etc, and proofing.

Occasionally and in addition to web tasks, there may be assistance needed for email tasks, which is co-supervised by the Email Marketing Specialist.

**** Note about hours:** this position can have a variable level of weekly hours, ranging from 0-20 depending on available tasks and time of year, though there are usually between 6 and 10 per week during the academic year. If you need a set number of hours weekly, this may not be the position for you.

Responsibilities

* Using style guides, existing templates, HTML and CSS, builds new and updates existing content on the Cal Performances marketing site via the CMS.

* Using HTML and CSS, builds new and updates existing content on the ecommerce site via the solution's CMS.

* Using Photoshop, Canva, or other photo editing software, manipulates photos for size, cropping, resolution, overlay of copy, and other edits. May create original images as needed.

Occasionally assists the Email Marketing Specialist in creating Marketing and other department messages using HTML and CSS via the mass email CMS.

Duties of job in these areas can at times be time specific/sensitive.

*denotes an essential job function

Qualifications

Required:

- Working knowledge and understanding of website design, maintenance and construction.
- Demonstrated knowledge of HTML and CSS (Cascading Style Sheets).
- Must be able to work independently and quickly to meet required, often changing deadlines.
- Must be available to work a variable schedule (days/evenings/weekends).
- Must be detail oriented.
- Must have own computer (for flexibility of working location and times).
- Must be a current, registered UCB student.
- Must be able to successfully pass a background security check and fingerprinting.

Preferred:

- Experience using a website/blog content management system/CMS (such as WordPress, Weebly, GoDaddy Website Builder, Wix, etc).
- Experience using an email content management system/CMS (such as WordFly, MailChimp, Constant Contact, etc).
- Experience using photo editing software (such as Photoshop or Canva).
- Experience with Google and MS Office Suites.
- Work-study preferred.

To apply, please email resume to lzummo@calperformances.org. **Specify 'Marketing Web Assistant' in the Subject line of email and please let us know if you do or do not have work study.**