



Job Title: Communications Assistant

Department: Communications & Marketing Department

Manager's Title: Communications & Marketing Director, Valencia Campus

Start Date: March 2019

Berklee College of Music is the world's recognized leader in contemporary music education and the largest school of contemporary music in the world. Berklee's Valencia, Spain campus delivers graduate programs, summer programs and an undergraduate curriculum for Boston campus students.

General Job Description:

Under the supervision of the Communications & Marketing Director, the Communications Assistant is responsible for the administrative tasks of the Communications department. This full-time position looks for a junior profile that combines journalistic, audiovisual production and administrative skills to create, compile and organize content for the various Berklee and partner media: websites, newsletters, video and audio productions, social media as well as providing logistic support for specific events.

The Communications Assistant will:

- Write for a variety of platforms and audiences mainly in English (and Spanish);
- Create weekly media reports, maintain and develop media contacts, including the institutional database;
- Website update: managing content in the events section, helping find and create compelling stories and updating the monthly news feed;
- Generate the campus' monthly newsletter;
- Create and populate Facebook events with content for specific Berklee events;
- Support the events promotion in owned, shared, earned and paid media;
- Assist with the production of photo and video shoots (logistics, preparing interviews);
- Administer video and photo assets within Berklee platforms and servers;
- Manage and update Flickr and Youtube accounts (tagging, SEO);
- Maintain and update the campus' internal communications channels (HUB, Screens) and facilitate contents for Berklee's Social Media accounts;
- Act as a liaison to facilitate internal communications between departments;
- Perform other duties as assigned.



Qualifications:

We seek applicants who have a strong identification with the mission of the college, with a good understanding of corporate communications, branding and public relations, with very strong organizational skills and the capability to multi-task and work independently. Our Communications Assistant will be interacting with members of the Berklee community constantly, so strong interpersonal skills and a passion for people are necessary. In addition to this, applicants will also be in possession of the following:

- Bachelor's degree in journalism, marketing, advertising, or public relations necessary;
- A minimum of two years' demonstrated experience in the field of public relations and communications, ideally with experience in music and/or education;
- Completely bilingual English & Spanish. Fluency in Valencian is a plus;
- Strong journalistic skills in news and feature writing;
- Understanding of media opportunities, the nature of news, the process of cultivating media/journalist contacts and the importance of keeping media reports and contacts database up to date;
- Demonstrable knowledge in researching print and electronic media contacts (including bloggers) for a variety of projects;
- Knowledge of Wordpress;
- Knowledge of Social Media management including Instagram, Facebook, Twitter, Youtube, Flickr, and LinkedIn;
- Office and administrative experience, including a working knowledge of various word processing, desktop publishing, database management, and spreadsheet systems.

Other desired skills:

- Excellent interpersonal skills, both written and spoken, with the ability to communicate at all levels in an articulate, cordial, and professional manner;
- Passion for storytelling;
- Tech savvy and on top of the latest trends in digital contents and audiovisual production;
- Knowledge of SEO;
- Knowledge of Google Docs and Google Spreadsheets;
- Strong organizational skills with the ability to work in a self-directed manner and under pressure in a focused, strategic fashion, following assigned projects through to completion independently and in a team;
- Positive attitude within the office and for working with students, faculty, and staff throughout the college, as well as partners and third party collaborators;
- Familiarity with contemporary music, music technology, and leading musical figures; Knowledge of Berklee's programs and website in the Valencia and Boston campuses.



Berklee Valencia

Interested candidates should submit the following documents in English and Spanish to valenciajobs@berklee.edu:

- Resume
- Cover letter
- Able to provide professional reference

Please indicate the position that you are applying for in the subject line of your email. All applicants must have the current right to work in Spain to be considered for this position.