

MACLA/Movimiento de Arte y Cultura Latino Americana
Digital Media Youth Education Coordinator

Digital Media Youth Education Coordinator - MACLA is seeking a ***Digital Media Youth Education Coordinator***, a dynamic person with a dual commitment to youth development and digital media education to oversee the Digital Media & Culture Studio at MACLA (DMC Studio). This is a full-time, exempt position, reporting to the Curator of Engagement & Dialogue and is part of MACLA's programs team.

MACLA/Movimiento de Arte y Cultura Latino Americana is an inclusive contemporary arts space grounded in the Chicano/Latino experience that incubates new visual, literary, and performance art in order to engage people in civic dialogue and community transformation. MACLA has a solid track record of engaging our community for the past twenty five years, as we have incrementally developed and gained national prominence. We are now at a critical juncture in our organizational development with the recent purchase of our facility and as we scale the organization. We seek someone who loves to inspire the next generation of media makers to tell their stories and is excited about being on the team who will be part of MACLA's transformation.

Program Description

The Digital Media & Culture Studio at MACLA (DMC Studio) is a free arts education program is dedicated to mentoring Silicon Valley youth (ages 13-18) in 21st century skill development through multimedia production, including professional video and sound production, photography, and coding. The purpose of MACLA's Studio is to provide underserved youth with training in digital media that will encourage ongoing education, open new career paths and inspire artistic creativity.

Primary Responsibilities:

- Implement and update existing curriculum that is guided, in part, by the Adobe Youth Voices curriculum. The program is a structured, year-round curriculum which includes, but not limited to, classes in video and music/sound production, photography, spoken word. The coordinator will stay current with best practices in media, youth education and related standards. Oversee and recruit program participants with an annual recruitment goal of 120 youth (ages 13-18) to participate in the DMC Studio. Develop student showcases and related programming to increase visibility of the program. Currently the program operates Monday – Friday, 4-7pm during the school year and 1-5pm during the summer, with select classes occurring during regular school hours.
- Oversee the development, implementation, and management of the media based Social Enterprise component in the DMC Studio. The Social Enterprise component will create socially conscious video products and branding services in the South Bay Area. The coordinator will support the staff (media producer / mentors) in this program component.
- Develop and maintain program metrics, including annual goals, objectives and measurable outcomes, evaluating on a quarterly, monthly and weekly basis.
- Recruit and supervise a cadre of accomplished artists/instructors and interns with the experience, skills and passion to mentor and inspire youth in an environment of mutual respect. Perform regular feedback for instructors, tied to annual program goals, including annual evaluations.

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- Establish and cultivate key partnerships with local middle & high schools, colleges, social service agencies, community centers, technology corporations, and organizations focused on music and film production.
- Participate in communication strategies and draft content related to the DMC Studio for all collateral material (website, newsletters, social media and promotional materials).
- Participate in funder and partner related initiatives, including the Irvine Foundation's New California Arts Fund, DeVos Institute of Arts Management, Youth Speaks/Brave New Voices, Adobe Youth Voices, and others as needed.
- Research and coordinator external opportunities to showcase student work that is created in house.
- Collaborate with staff for the research, development and preparation of grant proposals and reports. Coordinate the youth program elements of donor engagement events. Participate in program visits with funders, donors and weekly staff prospecting meetings.
- Oversight and management of the studio facilities and equipment, including computer and software maintenance and inventory.
- Develop and monitor annual program budget, aligned with organizational resources.
- Negotiate and coordinate fee-based workshops based on existing curriculum and develop other earned income opportunities.
- In partnership with MACLA's programs team, works to plan and support overall mission driven program development aligned with strategic priorities, includes working events.

Requirements include:

- Proven ability to inspire and mentor youth with special emphasis on creating mutually respectful and productive relationships with Latino and multicultural teens.
- Working knowledge and familiarity with all current trends and aspects of digital media.
- Ability to work as a team member with MACLA staff.
- Ability to prioritize and perform at a high level in a fast-paced entrepreneurial environment and respond flexibly to changing needs.
- Work under pressure to meet strict deadlines.
- Impeccable writing and interpersonal skills, in person, via phone and email with precise attention to detail.
- Strong customer service and genuine sense of humor.
- Bilingual, Spanish speaking required.
- Valid CA Driver's License and access to a vehicle.
- Ability to lift 25lbs. at a minimum.

Experience:

- Three or more years of experience as a youth educator, with emphasis on digital media technologies.
- Bachelor's degree required. Graduate level degrees will be considered a plus.

To apply, send the following to HR@maclaarte.org with *MACLA Digital Media Youth Coordinator* in the subject line

- Cover letter (specifically state how your aptitudes, experience and skills relate to the position)

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- résumé

Note: Application deadline is open until filled, with an anticipated start date of February 1, 2018.

Compensation: \$38,000 – \$45,000 annual salary, depending on experience. MACLA offers a competitive benefits package, including Kaiser medical, Blue Shield dental, paid holidays, vacation and sick time.