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## FESTIVAL MARKETING INTERN Job Description

### **BASIC FUNCTION**

The **Marketing Intern** is responsible for assisting the Marketing Manager in implementing SIFF's overall marketing plan -- focusing specifically on advertising and promotions -- to build awareness about SIFF and the Festival films within the community, and to increase attendance and ticket sales.

### **REPORTING RELATIONSHIP**

- Marketing Manager

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Assist the Marketing Manager in developing and implementing promotional opportunities to gain additional exposure through contests creative promotions
- Assist the Marketing Manager in creating marketing strategy and key messaging for Festival films, SIFF Education, and special events
- Ensure the calendar and all deadlines are communicated to all SIFF staff
- Assist in creating programs to reach new audiences
- Oversee distribution of print collateral

### **QUALIFICATIONS**

- Ability to take initiative, show good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Be available for at least 20 hours a week
- A bachelor's degree (or currently enrolled) in the liberal arts or the equivalent work experience.
- Be able to lift 40 pounds.
- Understanding of basic layout and graphic design principles a plus.

### **BENEFITS**

- Great introduction and experience in marketing and communications, advertising and copywriting, cultivation and relationship management, and other aspects of marketing and the film industry
- Great opportunity to learn about what happens behind the scenes of an international film festival
- Class credit (if applicable)
- Resume builder

### **REFERENCES**

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility

### **INTERNSHIP DATES**

- April 01 – June 28, 2013

### **TO APPLY**

Email your resume with letter of interest to [interns@siff.net](mailto:interns@siff.net). Please indicate Marketing Intern in the subject line.