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## FESTIVAL MARKETING/PR INTERN Job Description

### **BASIC FUNCTION**

- The **Marketing/PR Intern** will assist a Marketing/PR Associate in promoting a collection of films and education programs; executing SIFF's public relations strategy to promote and generate favorable media coverage surrounding SIFF 2013; and utilizing promotional campaigns, grassroots outreach, and community building to increase regional awareness and attendance (ticket sales).

### **REPORTING RELATIONSHIP**

- Marketing/PR Associate

### **PRIMARY DUTIES & RESPONSIBILITIES**

- **Public Relations**
  - Research and develop new media contacts, update database, and press lists.
  - Identify media opportunities for print, online, and broadcast (TV, radio).
  - Identify and pitch media opportunities.
  - Organize ticket requests and event invitations for press
  - Generate press notes and/or media kits for press screenings.
  - Write and issue media correspondence, including press releases, media alerts, and promotional copy.
  - Track, compile, and record all press.
- **Community Outreach**
  - Identify specific special-interest groups and cultural communities in order to promote specific films and programs of interest.
  - Coordinate ticket giveaways to social service and community groups that encourage cultural participation while also driving ticket sales.
  - Develop and implement promotional opportunities to gain additional exposure through contests, creative promotions, etc.
- Write and distribute talking points for SIFF staff introductions prior to film screenings

### **QUALIFICATIONS**

- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details and 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 student) in the liberal arts or equivalent work experience.
- Strong working knowledge of email marketing applications
- Adobe Creative Suite experience and an understanding of basic layout and graphic design principles a plus

### **BENEFITS**

- Resume building experience in marketing and communications, relationship management, and other aspects of community relations, marketing, and the film industry.
- Great opportunity to learn about what happens behind the scenes of a year-round cinema and an international film festival.
- Class credit (if applicable).

### **REFERENCES**

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

### **INTERNSHIP DATES**

- March 25 - June 28, 2013

### **TO APPLY**

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