

BASIC FUNCTION

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

REPORTING RELATIONSHIP

- Marketing Manager

PRIMARY DUTIES & RESPONSIBILITIES

- Assist the Marketing Manager in creating marketing strategy and key messaging for SIFF's programs and special events
- Assist in creating programs to reach new audiences
- Target special-interest groups and ethnic communities, promoting specific films and programs of interest
- Develop relationships with local businesses and community organizations
- Coordinate ticket giveaways to social service and community groups that encourage cultural participation while also driving ticket sales
- Oversee the schedule and creation of targeted promotional emails
- Manage the SIFF Street Team volunteers, schedule, and events
- Assist with website copywriting, proofing, and updating as needed

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, multitask in a fast-paced environment, 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.
- Assist with website copywriting, proofing, and updating as needed
- Candidate should also own a car.

BENEFITS

- Great introduction and experience in marketing and communications, cultivation and 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).
- Resume builder.

REFERENCES

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

INTERNSHIP DATES

- March 17 – June 27, 2014