

INTERACTIVE MARKETING INTERN

Job Description

BASIC FUNCTION

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

REPORTING RELATIONSHIP

- Interactive Marketing Manager

PRIMARY DUTIES & RESPONSIBILITIES

- Work with Interactive Marketing Manager to establish social media strategy and best practices
- Manage social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is approved and released on time
- Create and send daily e-newsletters to SIFF subscribers
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Manage daily editing of SIFF's Home and Festival webpages
- Assist with website copywriting, proofing, and updating as needed

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
- 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 student) in the liberal arts or equivalent work experience.
- Understands and can utilize emerging platforms and social media measurement tools including: HootSuite, Tweetdeck, Klout, etc.
- Adobe Creative Suite experience a plus
- Strong working knowledge of email marketing applications

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.

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INTERNSHIP DATES

- April 14 - June 27, 2014