

PUBLIC RELATIONS INTERN
Job Description

BASIC FUNCTION

The **Public Relations Intern** is responsible for assisting the Public Relations Manager in implementing SIFF's overall public relations strategy and executing local and national media outreach to promote and generate favorable media coverage surrounding 2014 Seattle International Film Festival programming.

REPORTING RELATIONSHIP

- Public Relations Manager

PRIMARY DUTIES & RESPONSIBILITIES

- Organize ticket requests and event invitations for press
- Track and respond to screener requests, as well as to requests for other PR materials
- Disseminate information to media
- Assist in identifying media opportunities for print, online, and broadcast (TV, radio)
- Organize calendar of filmmaker and talent interviews associated with Festival coverage
- Track, compile, and record press and media (including: press breaks, reactions, reviews and wrap reports)
- Assist in generating press notes and/or media kits for press screenings
- Manager and update press contact information in festival database
- 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
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines
- Work effectively both independently and as part of a team
- Be available for at least 20 hours a week
- Familiarity with the local media landscape and publications
- Exemplary research skills
- Flexibility to work select special events and screenings outside regular office hours, when needed

BENEFITS

- Great introduction and experience in public relations, pitching and handling media requests and film industry marketing
- Class credit (if applicable).
- One-on-one guidance and support by working professionals in the industry
- Positive reference upon completion of successful internship
- Opportunities for complimentary film screenings during the Festival

REFERENCES

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

INTERNSHIP DATES

- March 17 – June 27, 2014