

MARKETING ASSOCIATE

Job Description

BASIC FUNCTION

- The **Marketing Associate** will be assigned a collection of films and education programs; execute SIFF's community outreach strategy to promote SIFF 2014; and work in partnership with the Publicists to execute promotional campaigns, grassroots outreach, and community building in order to increase regional awareness and attendance (ticket sales).

REPORTING RELATIONSHIP

- Director of Marketing and Communications
 - Marketing Manager

PRIMARY SUPERVISORY RESPONSIBILITIES

- Intern Staff

PRIMARY DUTIES & RESPONSIBILITIES

- In conjunction with the Director, Managers, Publicists, and other Marketing and Communications team members, create Festival media and outreach strategies and calendar for SIFF 2014.
- **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.
 - Coordinate the creation and distribution of all print and electronic promotional materials; flyers, newsletters, etc.
 - Develop and implement promotional opportunities to gain additional exposure through contests, creative promotions, etc.
 - 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 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
- 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

EMPLOYMENT DATES

- March 17 - June 13, 2014