

## **MARKETING INTERN**

### **Job Description**

#### **BASIC FUNCTION**

The **Marketing Intern** is responsible for assisting the Marketing Manager in implementing SIFF's overall marketing plan -- focusing specifically on community outreach and promotions -- to build awareness about Seattle International Film Festival 2015, SIFF Cinema, SIFF Education, Development, and Special Events, 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 the Marketing Manager in developing and implementing promotional opportunities to gain additional exposure through contests creative promotions
- Assist the Marketing Manager in creating marketing strategy and key messaging for Cinema and Festival films, SIFF Education, and special events
- Oversee the schedule and creation of targeted promotional emails
- Oversee distribution of print collateral
- Target special-interest groups and ethnic communities, promoting 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 relationships with local businesses and community organizations
- Ensure the calendar and all deadlines are communicated to all SIFF staff
- 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 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.

#### **BENEFITS**

- Great introduction and experience in marketing and communications, advertising and copywriting, cultivation and relationship management, and other aspects of marketing and the film industry
- Great opportunity to learn about what happens behind the scenes of 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 23, 2015 – June 12, 2015