

## **PUBLIC RELATIONS INTERN**

### **Job Description**

#### **BASIC FUNCTION**

The **Public Relations Intern** is responsible for assisting the PR Manager in implementing SIFF's overall public relations strategy and executing local and national media outreach to promote and generate favorable media coverage surrounding programming for SIFF Cinema, SIFF Education, Development, and Special Events, and for the 2016 Seattle International Film Festival.

#### **REPORTING RELATIONSHIP**

- PR Manager

#### **PRIMARY DUTIES & RESPONSIBILITIES**

- Assist with creating press releases and other press communications
- 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)
- Track, compile, and record press and media (including: press breaks, reactions, and reviews)
- Assist in generating /disseminating press notes and/or media kits for press screenings
- Manage and update press contact information in festival database
- Assist with website copywriting, proofing, and updating as needed
- Attend red carpet and other special events 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
- Ability to communicate professionally over the phone and in email
- Flexibility to work 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

#### **REFERENCES**

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

#### **INTERNSHIP DATES**

- Through winter 2016