

## **SOCIAL MEDIA & DIGITAL MARKETING INTERN**

### **Job Description**

#### **BASIC FUNCTION**

The **Social Media & Digital Marketing Intern** is responsible for assisting the Digital 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**

- Digital Marketing Manager

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

- Work with Digital Marketing Manager to refine social media strategy and best practices
- Assist in managing social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is timely, relevant, and engaging
- Draft weekly 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
- 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, digital media, and web/social media management and measurement tools (e.g. HootSuite, Google Analytics)
- Adobe Creative Suite experience a plus
- Strong working knowledge of email marketing applications (e.g. Constant Contact)

#### **BENEFITS**

- Résumé 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.

#### **INTERNSHIP DATES**

- Fall 2015 – Winter 2016