

Festival Marketing Coordinator

Job Description

BASIC FUNCTION

The **Festival Marketing Coordinator** is responsible for the creation and distribution of marketing materials, managing projects within the marketing department, and supporting SIFF's community outreach strategy, promotional campaigns, grassroots efforts, and community building in order to increase regional awareness and attendance (ticket sales).

REPORTING RELATIONSHIP

- Director of Marketing and Communications

PRIMARY SUPERVISORY RESPONSIBILITIES

- Marketing Interns

PRIMARY DUTIES & RESPONSIBILITIES

- **Community Outreach**
 - Work with the Marketing Associates to identify special-interest groups and cultural communities related to their assigned collection of films and programs.
 - Create and maintain a schedule for outreach activities.
 - Manage volunteer Street Team distribution of materials and presence at community events.
 - Manage promotional ticketing needs with Box Office including, but not limited to, Eventbrite reservations, promotion codes, and complimentary tickets.
 - Assist with website copywriting, proofing, and updating as needed.
 - Other duties as required.
- **Marketing Collateral**
 - Distribute the Festival trailer to community partners.
 - Coordinate the distribution of the Festival Guide to Starbucks and community partners.
 - Manage the creation and distribution of all print and electronic promotional materials; flyers, newsletters, film posters (provided by filmmakers), etc.

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
- Ability to work independently and as part of a team
- A bachelor's degree in Marketing or equivalent work experience.
- Possess 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 18 - June 10, 2015