

FESTIVAL PUBLICIST Job Description

BASIC FUNCTION

The **Festival Publicist** will be assigned a collection of films, guests, and programs to pitch to media outlets; execute SIFF's public relations strategy to promote and generate favorable media coverage surrounding SIFF 2015; and work in partnership with the Marketing Associates in order to increase regional awareness and attendance (ticket sales).

REPORTING RELATIONSHIP

- Public Relations Manager

PRIMARY SUPERVISORY RESPONSIBILITIES

- Intern Staff

PRIMARY DUTIES & RESPONSIBILITIES

- In conjunction with the Director, Managers, Marketing Associates, and other members of the Marketing and Communications team, create Festival media outreach strategies for SIFF 2015.
- **Public Relations**
 - Research and develop new media contacts, update database, and press lists.
 - Identify media opportunities for print, online, and broadcast (TV, radio).
 - Identify and pitch media opportunities.
 - Assist in the management and distribution of the Press Screener Library
 - Organize ticket requests and event invitations for press
 - Generate press notes and/or media kits for press screenings.
 - Write and issue media correspondence, including press releases, media alerts, and promotional copy.
 - Track, compile, and record all press for assigned films, guests, and programs garnered during Festival.
 - Write talking points for SIFF staff introductions prior to film screenings.
 - Manage red carpet activities and staff
 - 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.

EMPLOYMENT DATES

- March 18 - June 10, 2015