
MARKETING INTERN

Job Description

SIFF's mission is to create experiences that bring people together to discover extraordinary films from around the world. It is through the art of cinema that we foster a community that is more informed, aware, and alive.

OVERVIEW AND IMPACT:

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 2016, SIFF Cinema, SIFF Education, Development, and Special Events, and to increase attendance and ticket sales.

PRIMARY DUTIES & RESPONSIBILITIES:

- Assist in developing and implementing promotional opportunities to gain additional exposure through contests, creative promotions, and more
- Assist in creating marketing strategy and key messaging for Cinema and Festival films, SIFF Education, and special events
- Oversee distribution of promotional materials and print collateral
- Target special-interest groups and ethnic communities, promoting specific films and programs of interest
- Assist in creating and implementing programs to reach new audiences
- 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
- Assist with website updating and social media as needed

QUALIFICATIONS:

- Demonstrated ability to take initiative, show good judgment, and manage projects from beginning to end across competing priorities
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details, multitask in a fast-paced environment, and meet deadlines
- Work effectively independently and as part of a team
- Be available for at least 20 hours a week
- Possess an understanding of basic layout, graphic design principles, intermediate computer skills, and be social media savvy

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 art house cinema and 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



DATES OF INTERNSHIP:

- September 2015 – June 30, 2016

TO APPLY:

Email letter of interest and resume to interns@siff.net indicating **Marketing Intern** in the subject line.

SIFF is an equal opportunity employer. We seek to hire candidates that reflect the cultural diversity of our community. We welcome and encourage qualified candidates from all national, religious, racial and ethnic backgrounds, from all gender expressions and sexual identities, and from persons living with disabilities, to apply to become a part of our organization.