

## **MARKETING INTERN**

### **Job Description**

#### **BASIC FUNCTION**

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 2017, SIFF Cinema, SIFF Education, Development, and Special Events, and to increase attendance and ticket sales.

#### **REPORTING RELATIONSHIP**

- Marketing Manager

#### **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, Photoshop, 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

#### **INTERNSHIP DATES**

- September 2016 – June 2017