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## **FESTIVAL MARKETING SIFFCAST 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 **Festival Marketing SIFFcast Intern** is responsible for assisting the Marketing Manager in implementing SIFF's overall marketing plan – specifically assisting with the promotion of the official festival Internet radio program SIFFcast-- to build awareness about Seattle International Film Festival 2016.

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

- Research leads for potential sponsors of podcast episodes
- Assist in logistics and execution of promotional campaigns
- Help with web and graphic design and illustration
- Design, implement and fulfill giveaways, contests and promotions
- Maintain database of fans for social media marketing
- Compile audience demographic surveys
- Prepare reports on audience metrics
- Compile media kits, advertising sales sheets and other reference materials
- Other duties as assigned

#### **QUALIFICATIONS:**

- Demonstrated social media savvy with an ability to interact with media outlet representatives, existing clientele, and with new clientele
- Possess a firm grasp on practical uses for social media
- Ability to brainstorm social media marketing ideas
- Advanced computer skills including creating/editing documents, spreadsheets, and graphic design
- Demonstrative ability to conduct research upon request
- Willingness to collaborate and learn

#### **BENEFITS:**

- Great opportunity to gain valuable experience in the design and execution of promotional and marketing campaigns for the largest film festival in North America
- Great introduction and hands-on experience in strategic planning of marketing campaigns and sponsorship sales, cultivation and relationship management, and other aspects of marketing and the film industry
- 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:**

- An immediate start date through June 12, 2016

#### **TO APPLY:**



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Email letter of interest and resume to [interns@siff.net](mailto:interns@siff.net) indicating **Marketing SIFFcast 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 believe every employee has the right to work in an environment free from unlawful discrimination as is consistent with our commitment to diversity, respect, and inclusion. Consistent with applicable federal, state, and local laws, SIFF provides all employees and applications with equal opportunity in all aspects of the employment relationship.*