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## SOCIAL MEDIA & DIGITAL 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 **Social Media & Digital Marketing Intern** is responsible for assisting the Digital Marketing Manager in implementing SIFF's overall communications and marketing plan. This position focuses specifically on digital communications -- to build awareness about SIFF within the community, and to increase film screening attendance and ticket sales.

#### PRIMARY DUTIES & RESPONSIBILITIES:

- Work with Digital Marketing Manager to establish social media strategy and best practices
- Manage social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is approved and released on time
- Create and send daily e-newsletters to SIFF subscribers
- Prepare weekly updates and reports to track growth and success rates of campaigns
- Keep up to date and informed on new social media trends and adapt accordingly
- Ensure proper messaging is being executed online
- Identify leaders and influencers (internal/external) and engage them in brand activities
- Manage daily editing of SIFF's Home and Festival webpages
- 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
- Ability 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
- Be available for at least 20 hours a week
- A bachelor's degree (or currently enrolled student) in the liberal arts or equivalent work experience.
- Understands and can utilize emerging platforms and social media measurement tools including: HootSuite, Tweetdeck, Klout, etc.
- Adobe Creative Suite experience a plus
- Strong working knowledge of email marketing applications

#### BENEFITS:

- References should speak to the applicant's sense of camaraderie, integrity, professionalism, responsibility, and flexibility

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#### DATES OF INTERNSHIP:

September 2015 – June 30, 2016



**TO APPLY:**

Email letter of interest and resume to [interns@siff.net](mailto:interns@siff.net) indicating **Social Media & Digital 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.*