
FESTIVAL PUBLICIST

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 Publicist** executes SIFF's public relations strategy to promote and generate favorable media coverage surrounding SIFF 2016. Reporting to the Festival Public Relations Manager, the Publicist works in partnership with the Marketing Associate in order to increase regional awareness and attendance (ticket sales). This is an opportunity to create Festival media outreach strategies for SIFF 2016.

PRIMARY DUTIES & RESPONSIBILITIES:

- 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
- Other duties as assigned

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

DATES OF EMPLOYMENT:

- March 21 - June 17, 2016

TO APPLY:

Email letter of interest and resume to siffjobs@siff.net indicating **Festival Publicist** 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.