
FESTIVAL PUBLIC RELATIONS 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 Public Relations Intern** is responsible for assisting the Festival Public Relations Manager in implementing SIFF's overall public relations strategy and executing local and national media outreach to promote and generate favorable media coverage surrounding programming for the 2017 Seattle International Film Festival.

PRIMARY DUTIES & RESPONSIBILITIES:

- Assist with creating press releases and other press communications
- Organize ticket requests and event invitations for press
- Track and respond to screener requests, as well as to requests for other PR materials
- Disseminate information to media
- Assist in identifying and tracking media opportunities for print, online, and broadcast (TV, radio)
- Assist in maintaining calendar of filmmaker and talent interviews
- Track, compile, and record press and media (including: press breaks, reactions, and reviews)
- Assist in generating/disseminating press notes and/or media kits for press screenings
- Manage and update press contact information in database
- Assist with website copywriting, proofing, and updating as needed
- Attend red carpet or other special events as needed

QUALIFICATIONS:

- Ability to take initiative, show 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
- Work effectively both independently and as part of a team
- Be available for at least 20 hours a week
- Familiarity with the local media landscape and publications
- Exemplary research skills
- Ability to communicate professionally over the phone and email
- Flexibility to work events and screenings outside regular office hours, when needed

BENEFITS:

- Great introduction and experience in public relations, pitching and handling media requests and film industry marketing
- Class credit (if applicable)
- One-on-one guidance and support by working professionals in the industry
- Positive reference upon completion of successful internship
- SIFF Festival Pass

REFERENCES:

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



DATES OF INTERNSHIP:

- March 13 - June 16, 2017

TO APPLY:

Email letter of interest and resume to interns@siff.net indicating **Festival Public Relations 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.