

## **FESTIVAL MARKETING ASSOCIATE**

### **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:**

Reporting to the Marketing Manager, the **Festival Marketing Associate** executes the Festival outreach strategies for SIFF 2017 working with the Marketing and Communication team to create and execute SIFF's community outreach strategy, promotional campaigns, grassroots efforts, and community building in order to increase regional awareness and attendance (ticket sales). This is a non-exempt position, working 13 weeks: 40 hours/week for the first 12 weeks (March 20 – June 10), and 15 hours for the last week (June 11 – 16).

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

- Identify specific special-interest groups and cultural communities in order to promote specific films and programs of interest.
- Create and maintain a schedule for outreach activities
- Coordinate ticket giveaways to social service and community groups that encourage cultural participation while also driving ticket sales.
- Coordinate the creation and distribution of all print and electronic promotional materials; flyers, newsletters, etc.
- Manage and distribute print materials from filmmakers, including film posters.
- Manage volunteer Street Team's distribution of materials and presence at community events
- Distribute the Festival trailer to community partners
- Coordinate the distribution of the Festival Guide to Starbucks and community partners
- Develop and implement promotional opportunities to gain additional exposure through contests, creative promotions, etc.
- Assist with website copywriting, proofing, and updating as needed
- Other duties as required

#### **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
- Bachelor's degree (or currently enrolled student) in the liberal arts or equivalent work experience.
- Strong working knowledge of email marketing applications
- Adobe Creative Suite experience and an understanding of basic layout and graphic design principles a plus

#### **DATES OF EMPLOYMENT:**

- March 20 - June 16, 2017

#### **TO APPLY:**

Email letter of interest and resume to [siffjobs@siff.net](mailto:siffjobs@siff.net) indicating **Festival Marketing Associate** in the subject line.



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*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.*