

## **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** reports to the Digital Marketing Manager, and is responsible for assisting them 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 the Digital Marketing Manager to establish social media strategy and best practices
- Assist with management of social media channels (Facebook, Twitter, Pinterest, Instagram, Flickr, YouTube) and editorial calendar to ensure content is timely, relevant, engaging, and is approved and released on time
- Draft weekly e-newsletters to SIFF subscribers
- Prepare monthly 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
- 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
- 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 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, digital media, and web/social media management and measurement tools
- Adobe Creative Suite experience a plus
- Working knowledge of email marketing applications

#### **BENEFITS**

- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations, marketing, and the film industry
- Great opportunity to learn about what happens behind the scenes of a year-round cinema and an international film festival
- Class credit (if applicable)

#### **REFERENCES**

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



## **INTERNSHIP DATES**

- November 2017 – June 2018

## **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.*