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## **DEVELOPMENT SOCIAL MEDIA 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 Development Social Media Intern reports to the Development Coordinator, and is responsible for assisting them in implementing SIFF's overall Sponsor Social Media plan. This position focuses specifically on digital communications to build engagement, awareness, and partnership with SIFF's sponsors, while also promoting SIFF's overall marketing and communications plan.

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

- Work with the Development Coordinator to establish a concrete social media strategy for sponsors
- Assist in the creation of sponsor social media content to be approved by the Development Coordinator and/or Digital Marketing Manager
- Assist with the management of sponsor social media messaging through SIFF's social media platforms (Facebook, Twitter, Instagram, Enews) and editorial calendar to ensure content is timely, relevant, and engaging
- Create and maintain reports to track sponsor social media growth, engagement, and overall success of the sponsor social media plan
- Create and share toolkits with sponsors to promote reciprocation through their social media platforms
- Research emerging social media, specifically in relation to nonprofits and sponsorships

#### **QUALIFICATIONS**

- Ability to take initiative, show good judgement, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Detail oriented with the ability to anticipate next steps or needs
- Understands and can utilize emerging platforms, digital media, and web/social media management and measurement tools
- Ability to multitask in a fast-paced environment
- Ability to work effectively both independently and in a team environment
- Adobe Creative Suite experience a plus

#### **ADDITIONAL REQUIREMENTS**

- Current enrollment or degree in relevant field or equivalent work experience
- Available for 15-20 hours a week

## **BENEFITS**

- Resume building experience in marketing and communications and development, project management, and other aspects of community relations and the film industry
- Opportunity to work behind the scenes and experience the largest international film festival in the country
- SIFF 2018 Pass
- Class credit (if applicable)

## **INTERNSHIP DATES**

- February 1 – June 15, 2018

## **TO APPLY**

Email a letter of interest and resume to [interns@siff.net](mailto:interns@siff.net) indicating Development Social Media Intern in the subject line. Please also provide relevant examples of social media work.

*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.*