

## **FESTIVAL DIGITAL 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. SIFF's core programs are The Seattle International Film Festival, SIFF Education and SIFF Cinema, operated in SIFF's Egyptian Theater, Uptown Theaters and the SIFF Film Center.

#### **OVERVIEW AND IMPACT:**

The **Festival Digital Marketing Associate** is responsible for assisting in the creation and implementation of the festival digital marketing strategy. This position focuses on building awareness of SIFF and the Seattle International Film Festival within the online community and increasing festival screening attendance and ticket sales.

#### **REPORTING RELATIONSHIP:**

- Digital Marketing Manager

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

- Coordinate the SIFF social media content calendar and assist with content creation, curation, and distribution across all social channels (Facebook, Twitter, Instagram, and YouTube)
- Provide live event coverage across SIFF social media platforms
- Create and maintain digital marketing toolkits for festival partners and sponsors
- Create and send email marketing campaigns and track resulting web traffic and conversions
- Assist with the management of the SIFF website including page creation, editing, pop-up management, and troubleshooting
- Monitor paid advertising campaigns on Facebook and Google Adwords
- Assist with digital campaign tracking and reporting using Google Analytics, and make recommendations for tactical adjustments based on resulting data
- Other duties as assigned

#### **QUALIFICATIONS:**

- Bachelor's with major in a closely related field; or an equivalent combination of training and experience
- Excellent writing, editing, and proofreading skills
- Strong working knowledge of email marketing applications
- Proficiency in Adobe Creative Suite, Google Analytics, online practices and protocols
- Experience using content management systems and basic knowledge of html
- Displays in-depth knowledge and understanding of social media platforms and how each can be deployed
- As a voice of the organization in a media-driven environment, ability to exercise good judgment and discretion at all times is required

- Ability to work in a fast-paced environment, be detail and deadline-oriented, and take initiative
- Ability to collaborate with all areas of the organization, and to provide exceptional service both internally and externally
- Must be available to work evenings and weekends as needed

**DATES OF EMPLOYMENT:**

- March 25 - June 14, 2019
  - *NOTE: March 25 – June 8 is 40 hours per week, and June 9 – 14 is 10 hours for the week*

**TO APPLY:**

Email letter of interest and resume to [siffjobs@siff.net](mailto:siffjobs@siff.net) indicating **Festival Digital Marketing Associate** 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 applicants with equal opportunity in all aspects of the employment relationship.*