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## **FESTIVAL MARKETING ASSOCIATE – Locations Community Specialist 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 Marketing Associate - Locations Community Specialist** executes the Festival outreach strategies for SIFF 2019 working with the Marketing and Communication team to create and execute SIFF's community outreach strategy, promotional campaigns, grassroots efforts, and community building to increase regional awareness and attendance (ticket sales).

### **REPORTING RELATIONSHIP:**

- Marketing Manager

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

- Research local communities, businesses, and organizations around SIFF 2019 theater locations, and work closely with partners and SIFF staff within each location, identify specific businesses, organizations, special-interest groups, and cultural communities to promote theaters' SIFF 2019 film line-ups and events
- 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.
- Develop and implement promotional opportunities to gain additional exposure through contests, creative promotions, etc.
- Assist with website copywriting, proofing, and updating as needed
- Actively participates in meetings and brainstorming with team
- Other duties as required

### **QUALIFICATIONS:**

- Currently enrolled in (or recently graduated from) college, graduate school or a professional training program, ideally in the liberal arts or communication. Equivalent work experience acceptable if this internship furthers the candidate's professional training.
- Current WA state drivers' license and access to a vehicle
- Ability to take initiative, employ good judgment, and manage projects from beginning to end

- Possess strong interpersonal skills and desire for, and understanding of how to create, mutually beneficial local partnerships
- Excellent writing, editing, and proofreading skills
- Exceptional ability to be proactive, 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
- Strong working knowledge of email marketing applications
- Strong working knowledge of, and best use practices of, social media platforms
- Adobe Creative Suite experience and an understanding of basic layout and graphic design principles a plus
- 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 Marketing Associate - Locations Community Specialist** 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.*