

## **FESTIVAL PUBLIC RELATIONS 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. 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 Public Relations Intern** position provides learning and professional development opportunities for someone entering the public relations and/or film festival industry. The internship works with the assisting the Festival Public Relations Manager in implementing SIFF's overall public relations strategy and executing local and national media outreach to promote and generate favorable coverage surrounding programming for the 2019 Seattle International Film Festival. Internship will provide the opportunity to create a professional portfolio of editing and publication pieces.

### **REPORTING RELATIONSHIP**

- Reports to the Public Relations Manager

### **PRIMARY DUTIES & RESPONSIBILITIES**

- Assist with creating press releases and other press communications
- Organize ticket requests and event invitations for press
- Track and respond to screener requests, as well as to requests for other PR materials
- Disseminate information to media
- Assist in identifying and tracking media opportunities for print, online, and broadcast
- Assist in maintaining calendar of filmmaker and talent interviews
- Track, compile, and record press and media (including: press breaks, reactions, and reviews)
- Assist in generating/disseminating press notes and/or media kits for press screenings
- Manage and update press contact information in database
- Assist with website copywriting, proofing, and updating as needed
- Attend red carpet or other special events as needed
- Other duties as assigned

### **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.

- Must be available to work evenings and weekends as needed
- Ability to take initiative, show good judgment, and manage projects from beginning to end
- Excellent writing, editing, and proofreading skills
- Exceptional ability to manage details
- Ability to multitask in a fast-paced environment
- Ability to meet deadlines
- Work effectively both independently and as part of a team

### **BENEFITS**

- Résumé and portfolio building experience in PR, marketing and communications, and the film festival industry
- Hands-on learning from PR professionals in print and web-based publications
- Great opportunity to learn about what happens behind the scenes of a year-round cinema and an international film festival
- Class credit (if applicable)
- Access to Cinema and Festival programming throughout the duration of the internship

### **REFERENCES**

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

### **DATES OF INTERNSHIP:**

- Part-time (15 - 20-hours/week) March 25 - June 14, 2019

### **TO APPLY:**

Email letter of interest and resume to [interns@siff.net](mailto:interns@siff.net) indicating **Festival Public Relations Intern** in the subject line.