FESTIVAL 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. SIFF’s core programs are The Seattle International Film Festival, SIFF Education and SIFF Cinema, operated in SIFF’s Egyptian Theater, Uptown Theater and the SIFF Film Center.

OVERVIEW AND IMPACT
The Festival Social Media & Digital Marketing Intern position provides learning and professional development opportunities for someone entering the social media, digital marketing, and/or film festival industry. The internship works with the Digital Marketing Manager, Festival Digital Marketing Associate, and Festival Social Media Associate and will provide the opportunity to directly assist in the implementation of SIFF’s overall communications and marketing plan, specifically with digital and social communications -- to build awareness about SIFF within the community, and to increase film screening attendance and ticket sales.

REPORTING RELATIONSHIP
● Reports to the Digital Marketing Manager

PRIMARY DUTIES & RESPONSIBILITIES

● Assist the Festival Social Media Associate to execute the social media strategy, adhering to best practices. This includes contributing to and monitoring social media channels (Facebook, Twitter, Instagram, Flickr, YouTube), and following the editorial calendar to ensure content is timely, relevant, engaging, and is approved and released on time.
● Help the Digital Marketing Associate to create the weekly and daily e-newsletters to SIFF subscribers
● Contribute to the preparation of monthly updates and reports to track growth and success rates of campaigns
● Ensure proper messaging is being executed online
● Help the Festival Social Media Associate to identify leaders and influencers (internal/external) and engage them in brand activities.
● Assist with website copywriting, proofing, and updating 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 communications. Equivalent work experience acceptable if this internship furthers the candidate’s professional training.
- 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
- 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
- Passion for, and strong knowledge of, film and cinema

BENEFITS

- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations, digital marketing, social media, and the film festival industry
- Hands-on learning from established professionals in the film festival 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)
- Access to Cinema and Festival programming throughout the duration of the internship

REFERENCES

- Please provide at least three references that should speak to the applicant’s sense of camaraderie, integrity, professionalism, responsibility, and flexibility.

INTERNSHIP DATES

- Part-time (15 - 20-hours/week) March 25 – June 14, 2019
  - Must be available to work days, evenings, and weekends as needed during Festival, May 16 - June 9

TO APPLY:
Email your resume, letter of interest and three references to interns@siff.net indicating Festival Social Media & Digital Marketing Intern in the subject line.