

## **FESTIVAL SOCIAL MEDIA 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 Social Media Associate** is responsible for the implementation of SIFF's overall social media portion of the marketing and communications plan, including the coordination and execution of the production of SIFF 2019 digital video and digital photography content for SIFF's social platforms. This position focuses on building awareness of, and excitement for, 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:**

- Working closely with the Digital Marketing Manager, create and execute the social media strategy, adhering to best practices. Contribute to and monitor social media channels (Facebook, Twitter, Instagram, Flickr, YouTube). Follow the editorial calendar to ensure content is timely, relevant, engaging, and is approved and released on time.
- Ensure proper messaging is being executed online
- Help to identify leaders and influencers (internal/external) and engage them in brand activities. This includes SIFF2019 filmmakers.
- Work closely with the Development Partnerships Coordinator to ensure Festival Sponsors' social media deliverables are executed accurately and on time
- With Digital Marketing Manager, develop on-location digital video and photography social content strategy and plans to support Festival films and programs.
- Coordinate and provide digital video and digital photography coverage, producing content as planned at SIFF 2019 locations. This includes interviewing subjects (Festival guests, staff, volunteers, etc.) planned or spontaneous as opportunities arise.
- Oversees distribution of social video and photography content across all social platforms
- Prepare monthly updates and reports to track growth and success rates of campaigns
- Other duties as assigned

### **QUALIFICATIONS:**

- Bachelor's with major in a closely related field; or an equivalent combination of training and experience
- Excellent written and verbal communication skills and strong storytelling skills

- Displays in-depth knowledge and understanding of social media platforms and how each can be deployed
- Understands and can utilize social media management and measurement tools
- Adobe Creative Suite experience a plus
- As a voice of the organization in a media-driven environment, ability to exercise good judgment and discretion at all times is required
- Experience interviewing subjects for print or video content, along with strong interpersonal skills.
- Ability to work in a fast-paced environment, be detail and deadline-oriented, and take initiative
- Ability to take initiative, employ good judgment, and manage projects from beginning to end
- Ability to meet deadlines and to anticipate next steps or needs
- Work effectively both independently and as part of a team
- Ability to collaborate with all areas of the organization, and to provide exceptional service both internally and externally
- Passion for, and strong knowledge of, film and cinema
- Must be available to work evenings and weekends as needed

**DATES OF EMPLOYMENT:**

- March 25 - June 14, 2019
  - *NOTE: March 25 – May 4 is 20 hours per week; May 5 – 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 Social Media 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.*