SIFF
305 Harrison St
Seattle, WA 98109
www.siff.net
T: 206.464.5830
F: 206.264.7919

FESTIVAL 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 Marketing Intern** position provides learning and professional development opportunities for someone entering the marketing and/or film festival industry. This internship works with the Marketing Manager, Marketing Coordinator, and Festival Marketing Associates in the implementation of SIFF's overall marketing and communications plan. This position focuses specifically on promotions and community outreach, providing hands-on experience on how to build brand awareness within a community, and to increase attendance and ticket sales.

REPORTING RELATIONSHIP
Reports to the Marketing Manager.

PRIMARY DUTIES & RESPONSIBILITIES:
Promotions
- Create and apply labels to SIFF Cinema and/or Festival promotional materials and print collateral (sniping)
- Assist with the distribution of SIFF Cinema and Festival calendars, promotional materials, and other print collateral to other venues and businesses before and during Festival.

Community Outreach
- Assist in creating programs to reach new audiences
- Research and target special-interest groups and ethnic communities, promoting specific films and programs of interest, while simultaneously striving first and foremost to strengthen and grow SIFF's reciprocal relationships with these groups and communities
- Assist in developing and implementing promotional opportunities for SIFF, assigned Festival films, and the partner organizations to gain additional exposure through contests, creative promotions, and more
- Assist in ticket giveaways to social service and community groups that encourage cultural participation while also driving ticket sales
- 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.

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Equivalent work experience acceptable if this internship furthers the candidate's professional training.
- Must be detail oriented, accurate, and capable of following direction
- Ability to take initiative and manage projects from beginning to end
- Organized, self-motivated, and creative
- Knowledge of Microsoft Office, Excel, and Google
- Excellent communication skills (oral and written)
- Team player and individual accountability a must
- Passion for the arts and demonstrated interest and knowledge of film and pop culture

BENEFITS
- Résumé building experience in marketing and communications, relationship management, and other aspects of community relations, marketing, and the film 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) January – June 12, 2020

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