

# PHILADELPHIA FILM FESTIVAL

**Position:** Digital Marketing Intern | 26<sup>th</sup> Philadelphia Film Festival (October 19-29, 2017)

**Department:** Marketing

**Intern Summary:** The Philadelphia Film Festival (PFF) is an 11-day international film festival that screens over 100 films and hosts special events, Q&As, and industry guests. The Digital Marketing Intern would work directly with PFS Graphic designer and marketing team to great imagery for all PFS outlets, and manage PFS's social media accounts during the Festival.

## Responsibilities

### Pre-Festival:

- Assist in producing E-Blasts
- Assist in conceptualizing imagery for social media (such as cover photos for Facebook and Instagram images)
- Become familiar with PFS social media presence and social media accounts of other film festivals
- Create 'look book' of notable Festival posts
- Work with Marketing Associate to create social media plan for the Festival
- Help run Snapchat account
- Assist in non-Festival work as needed

### Festival:

- Execute social media plan under guidance of Graphic Designer and Marketing Associate
- Travel between venues to document Festival on social media
- Serve as a point of contact for social media updates
- Attend Festival meetings and remain updated on Festival changes
- Monitor social media for noteworthy news, comments, etc. to Marketing Associate
- Assist in executing any social media promos or contests agreed upon by Marketing team

### Post-Festival:

- Assist Marketing in Festival wrap-up
- Create report on effectiveness and metrics of PFF social media presence

## Job Requirements:

- Proficient on social media platforms
- Proficient in Adobe Creative Suite (In Design, Photoshop, and Illustrator)
- Proficient in Google Docs and Microsoft Office including Word, Excel, and Powerpoint
- Resourcefulness, creativity, and strong problem solving skills
- Ability to collaborate on projects
- Interest in learning film marketing and more about the film industry
- Ability to multi-task

## Time Requirements

- August-December, 2017
- Full or significantly open availability October 19-29, 2017
- August-Mid-October: 2-3 days per week in office, 11am-5pm

**Compensation:** Unpaid, College Credit Available

**To Apply:** Email Cover Letter & Resume to: [internships@filmadelphia.org](mailto:internships@filmadelphia.org) **Deadline to apply is July 11, 2017**