

# PHILADELPHIA FILM FESTIVAL

**Position:** Festival Marketing Assistant | 27<sup>th</sup> Philadelphia Film Festival (October 18-28, 2018)

**Department:** Marketing

**Job Summary:** The Philadelphia Film Festival (PFF) is an 11-day international film festival that screens over 100 films and hosts special events, Q&A's, and industry guests.

The Festival Marketing Assistant would work directly with the PFS Marketing Team to plan and execute a marketing plan for the Philadelphia Film Festival. During the Festival, the Festival Marketing Assistant would work with on-site promotions and online communications, among other tasks.

## **Responsibilities**

### Pre-Festival:

- Become familiar with the programs, events, and brand of PFS and PFF
- Suggest and research creative areas for targeted marketing for the Festival
- Assist with PFS digital marketing efforts, such as social media and online marketing
- Work with Marketing Team to develop social media and promotions plan for Festival
- Work with Marketing team and Graphic Designer to design daily Festival eBlasts
- Assist in production of necessary marketing materials
- Distribute marketing materials and collateral to Festival venues and locations around the city
- Assist in outreach and communications on behalf of the marketing department
- Conduct outreach to partners regarding promotions and see such plans through to fruition
- Develop and maintain press list

### Festival:

- Attend Festival meetings and remain updated on Festival changes
- Send out daily Festival eBlasts
- Assist in executing marketing promotions in venues and online
- Execute promotional plans with partners
- Organize and distribute marketing materials and collateral to Festival venues and locations around the city
- Assist in executing social media plan
- Assist in website updates and maintenance
- Assist in non-marketing capacity as needed

### Post-Festival:

- Assist Marketing Team in Festival wrap-up, including tracking marketing metrics
- Assist with post-Festival outreach, including but not limited to necessary recognition and thanks
- Assist with transition of any materials and/or online presence from Festival to year-round programs
- Assess success of promotional plans with partners using sales data and marketing metrics

## **Job Requirements:**

- Proficient on all social media platforms, including Twitter, Facebook, and Instagram
- Proficient in MailChimp
- Proficient in Google Docs and Microsoft Office including Word, Excel, and Powerpoint
- Experience in Adobe Creative Suite (In Design, Photoshop, and Illustrator)
- Excellent communication skills; comfortable talking to new people
- Knowledge of basic HTML and Wordpress
- 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
- Photo & Video experience a plus

## **Time Requirements**

- August-November, 2018
- Full availability October 18-28, 2018
- August-Mid-October: 3 days per week in office, 11am-5pm

**To Apply:** Email Cover Letter & Resume to: [operations@filmadelphia.org](mailto:operations@filmadelphia.org) Deadline – July 20