



Position: Marketing & Communications Intern

Reports to: Marketing Manager

Intern Summary

Philadelphia Film Society creates opportunities for diverse communities to experience film through initiatives that inspire, educate, challenge and entertain.

Marketing & Communications Intern would assist the PFS Marketing team in advertising and promoting the events, programs, and mission of the Philadelphia Film Society. Leading up to the 28th Philadelphia Film Festival, the Marketing & Communications Intern would assist on the creation and execution of a Marketing & Promotional Plan as well as focusing on college outreach and the PFS On Us free ticketing program.

Responsibilities

- Become familiar with the PFS programs, events, and brand
- Suggest and research creative areas for targeted marketing
- Develop niche database & distribution lists
- Draft social media (primarily Facebook and Twitter) event posts
- Draft blog posts highlighting key aspects of the Philadelphia Film Festival
- Post event listings in various online websites
- Assist in the organization and attend off-site events representing the PFS brand.
- Organize and participate in on-site distribution on local campuses
- Distribute timely program guides and flyers
- Assist in public relations and communications with press & influencers
- Assist in outreach and communications on behalf of the Marketing department
- Assist the Marketing Department with completion of any specific goal/objective

Time Requirements

- Internship Term: May-August 2019
- 2 days/week in office + some evenings
- Hours in Office: 11am-5pm

Job Requirements

- Proficient on social media platforms including Facebook, Twitter, and Instagram; Knowledge of trending online media and social media outlets
- Proficiency in Adobe Creative Suite (In Design, Photoshop, and Illustrator) a plus
- Proficient with Microsoft Office and Google Apps
- Interpersonal skills- build strong relationships with university contacts and partner orgs
- Communication skills- primarily in writing
- Ability to work proactively and independently under direction; ability to multi-task and work independently
- Knowledge of preparing publicity material such as: press releases, media alerts, press kits, press packages, etc.
- Knowledge of Wordpress and basic HTML
- Experience in MailChimp a plus
- Copyediting experience a plus
- Resourcefulness, creativity, and strong problem solving skills
- Ability to collaborate on projects
- Knowledge of digital photography & access to photo equipment a plus
- Interest in learning film marketing and more about the film industry

Compensation: Unpaid, College Credit

To Apply: To apply, send cover letter and resume to internships@filmadelphia.org. | **Deadline to Apply:** April 5, 2019