



**Position:** Marketing & Outreach 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 & Outreach 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 27<sup>th</sup> Philadelphia Film Festival, the Marketing & Outreach Intern would focus on the creation and execution of a Marketing Plan focused 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
- Organize and participate in on-site distribution on local campuses
- Distribute timely program guides and flyers
- 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 2018
- 2 days/week in office + some evenings
- Hours in Office: 10am-4pm

### **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, in writing and speaking face to face; comfortable talking to new people
- Ability to work proactively and independently under direction;
- Ability to multi-task and work independently
- Experience in MailChimp a plus
- Copyediting experience a plus
- Resourcefulness, creativity, and strong problem solving skills
- Ability to collaborate on projects
- 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](mailto:internships@filmadelphia.org).