



**Position:** Marketing & Social Media 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 & Social Media 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 26<sup>th</sup> Philadelphia Film Festival, the Marketing & Social Media Intern would also assist in execution of the PFF26 Marketing plan.

### **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
- Post event listings in various online websites
- 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 2017
- 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 business owners, festival/screening attendees, etc.
- Communication skills- primarily in writing
- Ability to work proactively and independently under direction; Ability to multi-task and work independently
- Knowledge of Wordpress and basic HTML
- Experience in MailChimp a plus
- Excellent communication skills; comfortable talking to new people
- Excellent writing skills; 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
- Knowledge of digital photography & access to photo equipment a plus

**Compensation:** Unpaid, College Credit

**To Apply:** To apply, send cover letter and resume to [internships@filmadelphia.org](mailto:internships@filmadelphia.org). **Deadline to apply: April 24, 2017**