

PHILADELPHIA FILM FESTIVAL

Position: Marketing Intern | 27th Philadelphia Film Festival (October 18-28, 2018)

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&A's, and industry guests.

The Marketing Intern would work directly PFS marketing team to plan and execute a marketing plan for the Philadelphia Film Festival. During the Festival, the Marketing Intern 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
- Become familiar with PFS social media presence and social media accounts of other festivals
- Suggest and research creative areas for targeted marketing for the Festival and throughout the year
- Assist with PFS digital marketing efforts, such as social media and online marketing
- Work with Marketing Team to develop marketing plan for Festival, including social media and promotions
- 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
- Assist in sending out daily Festival eBlasts
- Assist in executing marketing promotions in venues or online
- Assist in executing any social media promos or contests agreed upon by the Marketing Team
- 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, including going live on Facebook & Instagram during event
- Assist in non-Marketing capacity as needed
- Serve as point of contact for social media updates

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 social media platforms
- Experience in Adobe Creative Suite (In Design, Photoshop, and Illustrator)
- Proficient in Google Docs and Microsoft Office including Word, Excel, and Powerpoint
- Experience in MailChimp a plus
- Excellent communication skills; comfortable talking to new people
- 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-December, 2018
- Full or significantly open availability October 18-28, 2018
- 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 **Deadline to apply is July 16, 2018**