

# PHILADELPHIA FILM FESTIVAL

**Position:** Communications & Marketing Intern | 29<sup>th</sup> Philadelphia Film Festival (October 22 – November 1, 2020)

## **About the Philadelphia Film Festival:**

For nearly 30 years, the Philadelphia Film Festival has been the Film Society's marquee event. At the center of PFS's mission, the Philadelphia Film Festival brings the best in independent and international film to audiences in Philadelphia. PFF gathers filmmakers, industry professionals, and cinephiles from around the world for 11-days, celebrating film as an artform that can entertain, but also inspire, educate, and create community.

2020 has been a peculiar year to say the least, but PFS's dedication to bringing diverse and acclaimed titles to Philadelphia audiences has never wavered. This October the 29th Philadelphia Film Festival will be unique from its predecessors. Instead of taking place in PFS's home, the Philadelphia Film Center, and theaters across the city, PFF29 will be taking place in virtual and Drive-In theaters. Whether on their couch or in their car, PFF is determined to give patrons a full Festival experience, with a thoughtfully curated lineup, filmmaker Q&As, and ways to connect with diverse communities through film.

## **Internship Summary:**

The Communication & Marketing Intern would work directly PFS Communication Team to plan and execute a communication, marketing, and outreach plan for the Philadelphia Film Festival. During the Festival, the Communication & Marketing Intern would work with promotions and online communications, among other tasks.

## **Responsibilities**

### Pre-Festival:

- Become familiar with the programs, events, and brand of PFS and PFF
- 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 to design daily Festival eBlasts; Assist in managing ad placements in daily eBlasts
- Assist in creation of PFS On Us materials and collateral
- Assist in marketing and publicity efforts for PFS On Us program
- Assist in production of necessary marketing materials
- 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
- Serve as a point of contact for PFS On Us questions
- Assist in executing marketing promotions, as well as social media promos or contests agreed upon by the Marketing Team
- Assist in non-Marketing capacity as needed

### Post-Festival:

- Assist Marketing Team in Festival wrap-up, including tracking marketing metrics
- Compiling PFS On Us data; Assist Development team in compiling metrics
- Completing comprehensive PFS On Us report
- 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:**

- Able to work remotely
- 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
- Interest in learning film marketing and more about the film industry
- Ability to multi-task

**Time Requirements**

- September-December, 2020
- September & November-December: 2-3 days per week, 11am-5pm
- Full or significantly open availability October 22 – November 1, 2020

**Compensation:** Unpaid, College Credit Available

**To Apply:** Email Cover Letter & Resume to: [operations@filmadelphia.org](mailto:operations@filmadelphia.org) | **Deadline to apply is August 31, 2020**