



## **2017 TACOMA FILM FESTIVAL MARKETING INTERNSHIP**

Part time, unpaid positions available on a rotating, seasonal basis. Position reports to the TFF Director and Director of Marketing and Communications.

### **Now Accepting Applications**

The Tacoma Film Festival seeks qualified interns to join our marketing team. Marketing & Communications supports the mission of TFF to engage the community with quality film art, and seeks an intern who can participate in various stages of marketing campaigns including social media engagement, written communications, target market research, grassroots marketing, street team action, word of mouth, and in-theater advertising.

The Marketing & Communications Intern should be prepared to work autonomously in a fast-paced environment, and will finish the internship having gained experience in various aspects of marketing for an outreach-focused nonprofit arts organization and for film exhibition.

**Hours** 10-15 hours per week between the hours of 9:00 a.m. to 5:00 p.m. Monday through Friday. Hours may change leading up to and during the festival upon prior agreement.

**Pay** This position is unpaid, but the intern shall receive one green "volunteer" admission pass for The Grand per shift worked (good for any regular movie screening for the intern), plus free popcorn and coffee each shift. Academic credit may also be earned if student initiates such an agreement with his or her school.

### **RESPONSIBILITIES\***

#### **Email Marketing**

- Update various marketing images using InDesign
- Data entry
- Assist in managing email subscribers
- Assist in the creation of email content and campaigns

#### **Social Media**

- Assist in the creation of social content
- Help draft copy for press releases
- Assist in the fulfillment of marketing and sponsorship requirements
- Promote events on community calendars online

#### **External Marketing**

- Assist in distributing marketing materials
- Occasionally attend community events representing The Grand Cinema
- Help identify target organizations, groups, and individuals relevant to specific films

#### **Tracking**

- Maintain media coverage binder
- Seek and analyze competitor marketing on and offline
- Research and catalog assets for selected films
- Other Duties as Assigned

\*The above list reflects marketing support work that is needed, but it is not expected that all the above tasks will be completed within 10-15 hours each week.

## MINIMUM QUALIFICATIONS

- Excellent writing skills
- Strong Academic Performance Record
- Knowledge of communication principles
- At least minimal familiarity with InDesign and Photoshop
- Ability to work autonomously to complete assigned tasks and seek clarification as needed
- Two positive recommendations from community or academic sources
- Reliable transportation to get to and from the cinema

## DESIRED QUALIFICATIONS

- Interest in working in fields of marketing or communications
- Interest in movies and independent films
- Familiarity with Tacoma based organizations, groups, clubs, etc.
- Availability Monday through Friday with some weekend special events

## MAJORS

Marketing, Communications, Organizational Communication, Sales, Writing Studies, Public Relations, Media & Culture Studies, Business,

## TO APPLY SUBMIT THE FOLLOWING AS A COMPLETE PACKAGE

1. Application form (signed)
2. Resume (no more than 2 pages in length)
3. Cover letter
4. A short writing sample (minimum 350 words)
5. One written recommendation (professional or academic)
6. Your cover letter should address the following:
  - a. Your qualifications for this position
  - b. Why you want to serve in this role at TFF/The Grand Cinema
  - c. What you hope to learn or accomplish through your internship
  - d. How you are connected to TFF/The Grand Cinema

*Submit via mail or email to:*  
ATTN: Laura Marshall, Director  
Tacoma Film Festival  
606 S Fawcett Ave  
Tacoma, WA 98402  
[info@tacomafilmfestival.com](mailto:info@tacomafilmfestival.com)

Priority consideration will be given to those with a demonstrated interest in independent films, nonprofit organizations, and careers in marketing and communications. For additional information about eligibility and application process, read the directions listed at the end of the position application form.

*No phone inquiries please.*