



**PACIFIC ARTS**  
MOVEMENT

## **MARKETING INTERNSHIP**

**Pacific Arts Movement, presenters of the San Diego Asian Film Festival**, seeks skilled, enthusiastic and dedicated individuals to assist with the marketing of the San Diego Asian Film Festival, which will take place November 9-18, 2017. Key volunteer and internship marketing positions are available over the summer for research, website development, marketing & public relations, social media, and video production. These are unpaid positions with flexible schedules.

**Dates/Hours:** August 2017 - Dec. 2017, 8-15 hours a week

### **AREAS OF FOCUS:**

#### **COLLEGE OUTREACH**

- Add additional student org/campus life/department contact info to Outreach list
- Contact student organizations on list to share SDAFF Spring info to their listserv
- Contact student orgs on list to post SDAFF Spring info on club Facebook groups
- Post info about SDAFF Spring in school's facebook groups (e.g. Free & For Sale, Class of 2020, etc.)

#### **PERSONAL OUTREACH**

- Share lineup announcement/website launch/FB events on their timeline
- Invite friends to Facebook events

#### **ON-CAMPUS MARKETING**

- Post flyers and/or posters at predetermined locations on campus
- Check on posters/flyers to see if we need to replace them (if they get covered/taken down)
- Deliver marketing collateral to on-campus contacts if requested

#### **Desired Skills:**

Detail-oriented and team player

Excellent interpersonal, organizational, and research skills

Experience with graphic/design software including: Photoshop, Illustrator, InDesign, WordPress

Web/Internet savvy: advance searching, social networking skills

Experience in PR and Marketing

Works well independently in a small office environment as well as in public arenas

Knowledge or interest in Asian American independent media preferred

#### **TO APPLY**

Please send a cover letter and a resume to:

**Glenn Heath, Managing Director via email to [glenn@pacarts.org](mailto:glenn@pacarts.org)**