



**PACIFIC ARTS**  
MOVEMENT

## **2018 MARKETING INTERNSHIPS**

Pacific Arts Movement, presenters of the San Diego Asian Film Festival (SDAFF), seeks skilled, enthusiastic and dedicated individuals to assist with the marketing of the SDAFF Spring Showcase (April 19-26, 2018), Chew The Scene 2018 (October 2018) and the San Diego Asian Film Festival (November 2018).

Key volunteer and internship marketing positions are available on a semester or yearly basis for marketing research, website development, marketing & public relations, social media, and video production. These are unpaid positions with flexible schedules.

**Dates:** February 2018 - May 2018 (Spring) OR February 2018 - December 2018 (Year)

**Hours:** 10-15 hours a week in the Spring / 15 hours a week in the Fall

General Responsibilities:

- Share festival announcement/website launch/Facebook events on their timeline
- Invite friends to like @PacArtsMovement on Facebook and to Facebook events
- Post posters/flyers at predetermined locations around San Diego and/or on campus
- Deliver marketing collateral to predetermined and on-campus contacts if requested
- Provide staffing support at events as available

General Skills:

- Detail oriented and a team player
- Excellent interpersonal, organizational and research skills
- Knowledge or interest in Asian/Asian American media preferred

## **AVAILABLE INTERNSHIPS**

### **DIGITAL MARKETING**

This is an excellent opportunity for an individual who wants to gain valuable experience executing marketing campaigns for our film festival(s), film programming, and other organization events, with a strong focus on writing and copyediting. Digital Marketing Interns will learn how to use social media publishers, optimize content for a variety of platforms and interpret marketing data.

Things You'll Do:

- Identify opportunities for content creation and promotion
- Develop email newsletter copy
- Create effective and engaging graphics/multimedia
- Write website copy and update the website as necessary
- Social media management
- Perform research and outreach
- Collect qualitative and quantitative data from marketing campaigns
- Create analytic reports

- Input and interpret survey data
- Support the marketing team in daily administrative tasks

Desired Skills:

- Outstanding writing and editing skills
- Detail-oriented and highly organized
- Familiarity with web and social media publishers and platforms

Experience with any or all of the following are a plus: Wordpress, Facebook Publisher, Twitter Media Studio, Twitter Advanced Search, Photoshop, Illustrator, InDesign, Adobe Premiere, Final Cut Pro, Google Analytics, Buffer, MailChimp or similar tools.

**CREATIVE MARKETING**

This a great opportunity for an individual looking to apply design skills across a variety of media: from broadcast to print, digital to live events. You'll get the opportunity to work on creating a variety of marketing collateral, from posters, to digital banners, to signage and even step-and-repeats.

Things You'll Do:

- Create work for print and web products
- Concept logos, brochures, websites, and print materials
- Build social posts and animated gifs
- Participate in team brainstorming sessions
- Build slides and powerpoints for presentations

Desired Skills:

- Creative with a keen eye for consistency and style
- Can work under tight deadlines
- Demonstrated experience with graphic/design/editing software including: Photoshop, Illustrator, InDesign, and similar programs.

Experience with any or all of the following are a plus: Wordpress, MailChimp, StampReady Builder, or similar tools.

**VIDEO CONTENT MARKETING**

Video/Content Marketing Interns will have the opportunity to producing or assisting in the production, editing, encoding and promotion of content distributed across broadcast, digital, and onscreen platforms. Past video interns have produced, shot, and edited content for Chew The Scene and the San Diego Asian Film Festival.

Things You'll Do:

- Create and edit film content for Pacific Arts Movement, its events and programs
- Organize, cut, optimize and distribute content for various digital and social platforms
- Contribute ideas to possible features that will showcase the organization and its programs
- Work in conjunction with multiple teams to create compelling content

Desired Skills:

- Demonstrated interest in video content production
- Experience with graphic/design/editing software including: Photoshop, Adobe Premiere, Final Cut Pro
- Experience with social media platforms

## **PUBLIC RELATIONS & PARTNERSHIPS**

This is a great opportunity for individuals interested in gaining or developing further experience and exposure to the media/PR field. The PR & Partnerships intern will be part of an in-house integrated marketing team, in charge of all marketing, creative, and communications efforts for the San Diego Asian Film Festival, Pacific Arts Movement and its programs.

### Things You'll Do:

- Pitch media
- Track print and digital media coverage
- Maintain digital clipbooks of major programs and events
- Create, research and update media lists
- Research and brainstorm
- Correspond with media, bloggers and social media accounts
- Support the marketing team in daily administrative tasks
- Secure and oversee partnerships with local vendors, restaurants and local media

### Desired Skills:

- Outstanding verbal and written communication skills (AP Style knowledge a plus)
- Previous PR/Media experience preferred
- Strong writing, editing, and proofreading skills
- Effectively manages time, follows up and is results driven
- Proficiency in foreign languages is a plus

## **COMMUNITY OUTREACH**

The Community Outreach Intern provides support to the Marketing & Partnerships Coordinator in all community partnerships and outreach efforts including but not limited to:

### Things You'll Do:

- Research and maintain the community partner database
- Outreach to local community, student and academic organizations via email, phone and in-person
- Fulfill group ticketing and co-presenter requests
- Invoice and track ticketing requests and payments
- Maintain and update the Festival website
- Communicate with the Operations team on acknowledgments and logistics (e.g. reserved seating)
- Facilitate ticket pick up in office or via Will Call in coordination with community groups

### Desired Skills:

- Excellent communication and interpersonal skills
- Previous sales or outreach experience
- The ability to speak effectively and comfortably in public forums and on the phone
- Familiarity with Airtable and Quickbooks preferred
- Proficiency in foreign languages is a plus

**To apply for one of these positions, please send your cover letter, resume and availability to Marketing & Partnerships Coordinator, Lou at [lou@pacarts.org](mailto:lou@pacarts.org).**