

2023 Marketing Intern Call Out

Join the Sydney Film Festival for our momentous 70th edition in 2023! We are looking for exceptional people to intern in the marketing department at one of the most prestigious and longest running film Festivals in the world. The 70th edition of the Sydney Film Festival will run from June 7-18 at venues across Sydney.

This is an incredible opportunity for anyone seeking experience in marketing, cultural events, and film.

Please send a CV and Cover Letter to Head of Marketing Joshua Forward at info@sff.org.au by March 31 2023. Intern interviews will commence on receipt of applications and may close early if all positions are filled. Please identify which areas you are most interested in developing your skills during your internship.

Description

The Marketing Team is responsible for promoting and selling all public facing aspects of the Festival and includes marketing, social media, design, digital, customer relationship management, ticketing, and cross-promotion.

Internships at SFF are challenging, exciting, rewarding and taken seriously within the creative industries. Several former SFF interns have subsequently secured paid positions at the Festival.

The Marketing Team is seeking a number of motivated self-starters interested in interning for a commitment of at least 2 days a week, over a period of at least 6 weeks anytime between April and June. These dates are flexible for the right candidate.

Potential intern roles in 2023 – but internships can be adjusted to your personal goals!

Digital Marketing Interns

The Digital Marketing Intern will assist in the design, function and integration of SFF's website and social media presence. Responsibilities will include monitoring social media and new updates, adapting existing content to maximise online engagement, and ensuring the smooth functioning of all web features. Interns may also have the opportunity to brainstorm and draft blog, eNews, and social media content.

Content & Materials Interns

The Content & Materials Intern is responsible for assisting the Materials Coordinator with securing, tracking and coordinating publicity and marketing materials for films screening in Sydney Film Festival. It includes the editing and storage of these materials, including film stills, trailers, electronic press kits and more. The ability to do basic stills and video editing is desirable.

Publications Intern

The Publications Intern will assist in the practical process of producing the 2023 SFF Program Guide, as well as helping to write and create targeted eNewsletters using Mailchimp. Responsibilities will include proofreading and fact checking copy onscreen and on page, proofing press releases and eNews, and uploading approved film note content to the database. Successful applicants will be great writers and copy editors who can spot a typo instantly and always knows the right synonym. An interest in print, online publishing and digital marketing, the arts & events management is desirable.

Marketing and Promotions Interns

The Marketing intern will assist in the promotion of all films in the festival and will work closely with the Marketing Coordinator, who deals with promotions and community outreach. The role is shaped around researching film content, contacting local organisations, and writing cross promotion content. It's a rewarding position that will help interns get to know arts and culture organisations in Sydney – perfect for an aspiring arts marketer or arts administrator!

Design Intern

Have a creative visual flair, and are skilled in Adobe Creative Suite? Help deliver the visual identity of Sydney Film Festival across ads, collateral, signage, content and social media. This role is aimed for any aspiring graphic designers who are keen to sharpen their pencils and creative teeth on an exciting, fast paced creative brand. You'll get familiar with working with brand guidelines as well as having your own opportunities to show your creativity.

Desirable Skills

- Excellent communication skills (verbal and written)
- Strong computer skills including experience in using Microsoft Office products (eg Excel, Word); working with databases (Eventful/etc) and Adobe Creative Suite (eg Photoshop) in an office environment.
- A love for film!

Core competencies

- **Team Focus:** Is committed and skilled at working with and assisting others to achieve positive outcomes
- **Flexible:** Demonstrates a willingness to take on new challenges roles and responsibilities and adapt positively to changing working conditions and priorities
- **Self Starting:** Highly motivated to achieve, shows initiative and acts proactively to deliver excellent results without directive supervision
- **Interpersonal:** Skilled at building rapport, understanding others needs and developing effective working relationships

Benefits to the intern

- Experience working directly with SFF Marketing department in all aspects of the program production and marketing campaign
- Practical skill building
- Industry relationships with festival staff, through formal and informal training
- Flexible work hours, in negotiation with direct manager
- Complimentary tickets to Sydney Film Festival