

# Internships

The California Film Institute Internship Program is an educational opportunity offering on-the-job training and pre-professional skill building to emerging arts and culture advocates and nonprofit professionals. Marketing Interns gain valuable experience working alongside an engaged and dedicated staff at a leading Bay Area arts institution. CFI produces the acclaimed Mill Valley Film Festival and DocLands Documentary Film Festival, conducts education outreach through our CFI Education programs and owns, programs and maintains the esteemed Christopher B. Smith Rafael Film Center.

Our Spring (Feb – May), Summer (June – August) and Fall (September – November) internship applications are now open. Thank you for your interest!

To apply, please send resume and cover letter to <mailto:marketing@cafilm.org>

## Marketing Intern

The Marketing and Publicity Department at CFI is seeking a dependable, detail-oriented and web-savvy individual to provide promotional support for all of our programs. This is an excellent opportunity to gain marketing experience at a nonprofit arts organization, two top-tier film festivals and a year-round independent art house theater, providing well-rounded exposure to production and strategies behind the organization's multiple programs' marketing outreach. The ideal candidate will be an effective communicator and collaborative team member who approaches a variety of marketing, publicity and promotional tasks with a positive attitude, attention to detail and dedicated follow-through.

This position will require some evening/weekend availability and increased hours during special events and film festivals. Internships are not compensated positions. Course credit is available.

## **Responsibilities**

- Provide direct administrative support to the Marketing Coordinator and the Director of Marketing and Publicity.
- Aggregate and organize marketing assets for all institutional programs (i.e., social media links to coverage of participating films, track press breaks and print and digital advertising).
- Assist with the content management of select social media channels, especially the organization's multiple platforms (Facebook, Twitter, Instagram accounts) as well as the CFI Blog (WordPress).
- Perform data entry (Google Docs), and organize marketing data for annual reporting.
- Provide assistance with digital media management when applicable.
- Conduct research and initiate contact with new community partners and potential distribution hubs.
- Help to coordinate collateral distribution at Festival venues.
- Provide onsite assistance at CFI events.
- Other tasks as assigned.

## **Qualifications**

- Extremely detail-oriented.
- Ability to take both instruction and initiative while working with minimal supervision.
- Superior communication skills, both orally and in writing.
- Great phone manner. Cold calling experience a plus.
- Proficiency in FileMaker Pro, Photoshop, Microsoft Office (Outlook, Word, Excel) and Macintosh preferred.

- Familiarity with HTML or proficient web publishing skills desired but not required.
- Experience with social media platforms an asset.
- Professional and friendly demeanor. Interns represent CFI when speaking with customers and community members.
- Demonstrated interest in contemporary film or arts & culture.
- Minimum commitment of 8-12 hours per week (two or three days a week) and availability to work some evenings and weekends.
- Familiarity with San Francisco Bay Area and Marin County geography and cultural community a plus.
- Fluency in English required.

To apply, please send resume and cover letter to <mailto:marketing@cafilm.org>