



MEDIA AND MARKETING INTERNSHIP

Do you want to embark on an exciting internship with a leading independent film festival at the forefront of positive social, technological and creative change?

The trailblazing Byron Bay International Film Festival (BBFF) provides interns with an unforgettable experience as well as valuable skills and industry connections.

Dedicated to empowering creatives, we expand audience horizons by providing the best film and immersive experiences which move, motivate and resonate with viewers.

As one of Australia's largest regional film festivals, pre-pandemic BBFF was screening 175+ films from around the globe and attracting thousands of industry professionals, celebrities and film lovers, with the 16th edition taking place from 21-30 October 2022.

Our team requires a talented, committed and self-motivated tertiary student who is passionate about arts and culture to join our festival team as a Marketing and Media Assistant.

With remote work a possibility, this is a great opportunity to help execute a large-scale creative industry event, expand your skillset and work with a vibrant team of people.

Benefits to you


- An all-access Crew Pass to the 10-day festival, during which you can attend any session with standby tickets available when you are not working
- A unique experience, finishing up with a strong portfolio of work and a fantastic network of industry contacts that will stand you in great stead for future job-seeking
- BBFF is also happy to act as a referee for outstanding interns!



 www.bbff.com.au

 staff@bbff.com.au

 [@byronbayfilmfest](https://www.facebook.com/byronbayfilmfest)

 [@byronbayfilmfest](https://www.instagram.com/byronbayfilmfest)

 [@byronbayfilmfestival](https://www.youtube.com/byronbayfilmfestival)

 [@byronfilmfest](https://twitter.com/byronfilmfest)

Commitment

- Must be available 3-4 days per week, including throughout festival dates
- Internship duration of 4, 6 or 8 months according to your school's internship requirements
- Able to work in-person from Byron Bay or remotely

Remuneration

- As BBFF is primarily a volunteer-run event, this role is an unpaid internship

How to apply

- **Please submit:**
 - Your CV outlining relevant qualifications and experience
 - A cover letter telling us
 - Why you are the right candidate for this internship
 - The film that had the biggest impact on you
 - What you could bring to the team
- Please send both documents to staff@bbff.com.au



Core competencies

- Strong computer literacy and internet research skills
- Competent in using a variety of software and platforms including Microsoft Office, Dropbox and Squarespace
- Excellent written and verbal communication skills
- Strong organisational, time and data management skills
- Precise attention to detail
- Initiative and a collaborative, friendly, flexible and can-do attitude

Preferred competencies

- Project management, sales or managerial expertise
- Background in film or other creative industries
- Experiencing using Squarespace and Mail Chimp
- Good understanding of social media platforms including Facebook, Instagram, Twitter and YouTube
- Graphic design skills, preferably using Adobe software
- Familiarity with SEO and paid search will be highly regarded

Likely responsibilities will include

- **Website Content Management**
 - Coordination of film information, visual and video assets for dissemination across our digital properties
 - Preparing content for the website
 - Updating the website, hosted on Squarespace
 - Assisting with search engine optimisation (SEO) efforts
- **Electronic Direct Mail (EDM) Marketing**
 - Managing our Mailchimp database and developing contact lists
 - Helping to design, dispatch and monitor online newsletter campaigns
- **Social Media Management**
 - Assist with managing our Facebook, Instagram, Twitter and YouTube channels
 - Editing promotional videos
 - Helping to generate, prepare and upload social media content
 - Managing paid social media advertising campaigns
- **Marketing and Publicity**
 - Assist in developing marketing materials, media releases and other collateral
 - Media list creation and maintenance
 - Liaise with media and support with pitching
- **Paid Search**
 - Develop and manage Google Ads campaigns
- **Partnerships**
 - Supporting the Partnerships Manager by:
 - Sourcing and coordination of sponsor information and assets
 - Cataloging of sponsorship activities and plans
 - Implementation of partnership campaigns
- **Physical Operations**
 - Support physical festival operations as required by the Media, Guest Relations, Public Liaison and any other departments

