

# 2015 CARNEGIE MELLON INTERNATIONAL FILM FESTIVAL

## The 2015 Carnegie Mellon "Faces of Work" International Film Festival Marketing Team Member (Fall 2014 - Spring 2015)

### ABOUT

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The "Faces" Festival, a program of the Humanities Center at Carnegie Mellon University, is an annual celebration of international film and its potential to shine a light on the human faces involved in shaping our contemporary social landscape. Audiences are encouraged to explore the numerous complex themes of these films beyond the screenings themselves by participating in audience Q&A sessions with directors, artists, academics, and professionals; by engaging with interactive performances by student artists; and by sampling exotic foods and international cuisine from local eateries.

The "Faces" Festival offers six-month immersive internships for students and young professionals to gain valuable experience in a vast array of film, arts, and programming fields. Interns are strongly encouraged to serve on multiple committees simultaneously. To view full descriptions of all committees and duties, please see <http://www.cmu.edu/faces/internships.html>.

### DESCRIPTION

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**The Marketing/Publicity Committee** will assist the Festival Director with film marketing grassroots marketing efforts, social media, event planning and promotion, film marketing strategies, media relations, and audience demographic analysis. This committee is split into two groups, one focused on External PR, outreach to the greater Pittsburgh area, and the other focused on Internal PR, outreach within CMU and Pitt. Each group shares the same responsibilities, but targets different groups in advertising. As a Publicity Coordinator, he/she will be in charge of administrative publicity activities for the 9th Carnegie Mellon International Film Festival. Reporting to the Festival Director, the coordinator will liaise with the festival's internal and external public relations committees to ensure consistent and on target messaging. Primary duties include managing press materials such as video screeners, press kits, still images and press clippings, as well as providing the media with all necessary materials. In addition, the coordinator will help build CMU IFF's relationship with TV and online outlets that cover ethnic communities and the arts. This committee will allow coordinators to express their passion for film to audiences and sponsors. Engaging with new people is a major component and thrives as coordinators learn how to benefit both the festival's growth as well as the sponsor's.

Within the PR Committee, resides the **subcommittee Social Media** Committee, whose description is listed beneath that of the PR Committee below.

Responsibilities of the Marketing Committee include but are not limited to:

- Marketing to the general public by encouraging community partnerships, communication through social media outlets, website, festival's newsletter, and all other grassroots marketing efforts
- Researching CMU Spring Courses and contacting the Professors on the relevant films/events they can be involved with and serve as speakers and/or participants for.
- Coordinate all areas of public relations including press conferences, interviews for appropriate

- spokespeople and liaising with external and internal constituencies
- Working with the head writer on the press releases and listings as needed
- Manage all press check-ins, inquiries and complimentary ticket distribution
- Assign responsibilities to interns/volunteers regarding PR activities as needed
- Develop or maintain relationships with local sponsors by making sure they receive the proper recognition in our promotional materials as listed in the contracts and sponsorship documents
- Assist with the marketing and dissemination of promotional items such as banners, posters, and the festival trailer
- Find unique ways to market the event within CMU and the city of Pittsburgh

## **SKILLS AND QUALIFICATIONS**

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- A critical and creative mindset
- Understanding of appropriate and timely communication with potential sponsors
- Calculative and friendly dispositions
- A passion for film
- Excellent writing and communication skills
- Should possess a firm knowledge of the city of Pittsburgh
- Proficiency in public speaking
- Multi-Task oriented

## **SUBCOMMITTEE: SOCIAL MEDIA COMMITTEE**

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**The Social Media Committee** will be responsible for the creation and general track of film festival event updates through social media, which includes their composition, and execution. The committee's massive publicity campaign will exploit and coordinate all media possibilities: television interviews, radio airtime (including spots on music stations), and press releases. For student publicity, it will be important to broadcast information about the festival on such stations as CMU's 88.3FM, Duquesne's 90.5FM, University of Pittsburgh's 92.1FM; for non-student under-40s, Pittsburgh's Public Broadcasting stations will be appropriate. We will also ask our representatives from various ethnic organizations in Pittsburgh to use community mailing lists to advertise the films likely to appeal to their respective nationalities. As a subcommittee of the larger PR Committee, the Social Media Committee will be responsible for aiding in all PR activities as needed through the medium of Social Media. A Social Media Coordinator should have the ability and enthusiasm to build communities through online forums. This committee requires a firm understanding of the film festival's goals in terms of targeted audiences, film event activities, special event activities, the festival's general atmosphere, and potential sponsors.

### Responsibilities of the Social Media Committee include but are not limited to:

- Crafting and implementing a social media marketing strategy and sharing this with the entire festival team.
- Composing Facebook and Twitter posts on various festival events and updates
- Working with the festival team as a unit to organize several social media "pop" sessions wherein each film festival team member will reach out to their personal followers with a unilateral, choreographed, statement about upcoming events.
- Creatively construct attention-grabbing and informative updates via social media.
- Have watched several if not all of the film screeners

- Attend all film festival events
- Pose ideas for advertisement to team members for discussion
- Reporting after each event the construction of informative and entertaining social media posts based on the events as they occur and for those to follow.
- Creating a final portfolio of all social media posts and interactions for future reference
- Designing a post to sum-up the festival for social media platforms at the conclusion of the 2015 season

Skills and Qualifications:

- Detail-oriented
- Excellent writing and communication skills
- Excellent multi-tasker
- Creative Thinker
- Proficient in computer applications
- Experience in photography
- Knowledge of film editing software
- Knowledge of multiple social media platforms (Instagram, Facebook, Twitter, Pinterest, blogs, etc.)
- Experience in writing
- Works well with others
- Passion for and knowledge about film
- Ability to form and work under strict deadlines

**HOW TO APPLY**

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Interested candidates should email a brief cover letter and resume to:

Jolanta Lion  
Director of CMU International Film Festival  
jola@cmu.edu