

CINEMA ST. LOUIS

TITLE: Marketing Intern

REPORTS TO: CSL Management Team

STATUS: Volunteer

DATE WRITTEN: August 2024

This volunteer position is excellent for high school or university students' school credit.

This is not a paid position but interns do receive free movie tickets and discounted concessions at the Hi-Pointe Theatre.

JOB SUMMARY:

This internship offers a unique opportunity to gain hands-on experience in the marketing, communications, and public relations fields, specifically within the film and entertainment industry context. The marketing intern will be responsible for assisting with bi-weekly emails, website copy-editing, and social media posts. The intern will be included in weekly meetings with the marketing team to learn best practices and express new ideas.

GENERAL RESPONSIBILITIES:

- ★ **Bi-Weekly Emails:** Pull content from ticketing system and special events to create bi-weekly emails.
- ★ **Social Media Management:**
 - Assist in implementing social media strategies to increase our online presence and improve marketing and sales efforts.
 - Manage published content (images, video, written, and audio) across various social media platforms, including Facebook, Twitter, Instagram, and LinkedIn.
 - Monitor and engage with the community on social media platforms, promptly responding to comments and messages.
 - Attend and cover events hosted or promoted by Cinema St. Louis, capturing live content for social media updates.
 - Track and analyze social media performance using analytics tools, providing insights and recommendations for improvement.
 - Compile reports on social media metrics and present findings to the marketing team.
- ★ **Website Copy-Editing:**
 - Review content as needed during festival and special event planning to ensure consistency across communication channels.
 - Ensure accuracy in communicated materials to avoid misinformation.
- ★ **Marketing Team:**
 - Collaborate with the marketing team to brainstorm and develop creative content ideas for campaigns and events.

JOB SPECIFICATIONS:

- ★ Currently enrolled in or recently graduated from a marketing, communications, or public relations program.
- ★ Strong understanding of social media platforms and trends.
- ★ Excellent written and verbal communication skills.
- ★ Creative mindset with the ability to produce engaging content.
- ★ Self-motivated, organized, and able to work independently as well as part of a team.
- ★ Passion for film and the entertainment industry is highly desirable.
- ★ Basic graphic design and video editing skills are a plus.

The above statements describe the general level of work assigned to this job. This is not an exhaustive list of all responsibilities, duties, or skills required of staff. Management reserves the right to assign or reassign duties and responsibilities at any time.