Marketing/Publicity Intern – The Film Society of Lincoln Center
Fall 2012

Overview
The Film Society of Lincoln Center, America’s pre-eminent film presentation organization, was founded in 1969 to celebrate American and international cinema, to recognize and support new filmmakers, and to enhance awareness, accessibility and understanding of the art among a broad and diverse film going audience.

The selected candidate will receive vital hands-on experience in marketing, advertising and public relations, as well as help to grow the institution’s community and audience through his/her contribution of ideas and content.

Website
www.filmlinc.com

Key Responsibilities
The Intern will create and compile databases, conduct outreach and grass root efforts to a variety of organizations to create awareness about the Film Society and the films and series, and report box office numbers for events. In addition, the candidate may be asked to work and support the Publicity team and be available to work with Press at events.

The intern will also help support the 50th anniversary of the New York Film Festival (Sept 28 - Oct 14).

Learning Outcomes
The individual will have a deep appreciation for the Film Society of Lincoln Center and understand the impact and the contributions it makes to the community and the film world.
The Intern will realize that Marketing and Publicity are totally integrated departments and dependent on each other.
He/she will understand the importance of developing relationships and partnerships.
The intern will realize that his/her work and effort played a role in the success of a film, series or event.

The intern will report to the Associate Director of Marketing.

Requirements
The intern should enjoy marketing analytics and research and be skilled in Excel and Word. Since this person will contact people and organizations online and via the phone he/she should be out-going and have excellent writing skills.

Hours
Ideally, the person would be available 10-20 hours a week between Tuesday and Thursday. The position will begin in late August or early September.

Location
165 West 65th Street – 4th floor

Compensation
The Student can earn credits or receive a $5 daily lunch stipend, plus free popcorn and soda!

Application Instructions
Interested applicants should send a cover letter and resume (Subject line “Marketing Internship FSLC” to Ofronama.bi@Mhc.cuny.edu. Deadline September 28.