



## **ACT Human Rights Film Festival 2019-2020 Marketing Intern**

The 5<sup>th</sup> annual ACT Human Rights Film Festival comes to Colorado State University April 3-11, 2020. Produced by the Department of Communication Studies, the festival takes place on and off campus and showcases the best in human rights cinema from around the world. The Marketing Intern plays a key role in supporting the festival's overall marketing and outreach initiatives. This is a yearlong internship, with one-credit earned in the Fall 2019 semester and two-credits earned in Spring 2020. Please do not apply if you cannot commit to participating for two concurrent semesters. Intern reports to ACT's Director of Outreach. Location of office varies depending on task. A laptop computer is available for use. Access to a car and clean driving record preferred. Key duties include:

### **Fall 2019 (Credit to Work Hours Ratio: 1 Credit = 45 Work Hours)**

#### Marketing

- Become familiar with ACT marketing plan and timeline for rollout of festival promotion; keep track of upcoming deadlines for design/creative and execute delivery as needed
- Determine on and off-campus promotional/marketing schedule and reserve placement of digital ads and posters and other marketing needs.
- Coordinate distribution of ACT info with other Colorado film festivals
- Write press releases and web content as assigned; become familiar with updating website content and images
- Support ACT Year-Round marketing as needed

#### Outreach

- Identify key campus student organizations and groups that we want to engage and establish contact/connection and plan for spring engagement
- Participate on CLA advisory board as student representative
- Schedule spring tabling events in LSC Plaza
- Work with operations and volunteer intern to organize MLK Day launch

#### Publicity

- Lay groundwork for engaging Rocky Mountain Student Media channels in festival promotion and publicity

#### Event Coordination

- Lay groundwork with operations and volunteer intern, ACT staff and Karla Baise for Odell Launch party on March 10, 2020



### Sponsorship Support

- Assist in recruiting CLA departments as festival partners

### **Spring 2020 (Credit to Work Hours Ratio: 2 Credit = 90 Work Hours)**

### Marketing

- Continue executing on marketing plan and managing creative production
- Develop and distribute content to local/regional outlets/partners
- Build out film-specific marketing and outreach plans and films and guests are scheduled
- Support website updates as needed
- Coordinate production of vouchers

### Publicity

- Coordinate, schedule and execute RMSM involvement in festival coverage, director interviews, etc.

### Outreach

- Continue student outreach as defined in the fall; execute on engagement that reflect film-specific interests.
- Execute MLK Launch, take photos, engage social accounts
- Execute on pre-festival tabling

### Sponsorship Support

- Distribute vouchers to festival partners
- Secure product donations for guest gift bags; build and deliver gift bags

### Operations Support

- Support Managing Director in creating welcome packet for guests

### During the Festival

- Serve as liaison between guests and RMSM/press for all scheduled interviews, photo shoots, etc.
- Provide Box Office support
- Post to social media
- Other duties as assigned



**Marketing and Outreach Internship Timeline:**

Internship timeline coincides with the Fall 2019 and Spring 2020 academic semesters. Significant work will occur during the 2020 ACT Human Rights Film Festival from April 3 – 11, 2020. Most of the internship's time commitment will occur from January 20 – April 11, 2020.

Must be available the following days and times (approx. 37-40 hours):

- Monday, January 20: 10 a.m. – Noon. MLK Walk from Old Town to CSU.
- Tuesday, March 10: 5:30 – 9 p.m. (3.5 hours) Odell Brewing.
- Friday, April 3: 4-10 p.m. (6 hours) LSC.
- Saturday, April 4: 10 a.m. - 8 p.m. (2 hours of breaks as needed for 8 hours total work) The Lyric.
- Sunday, April 5: 12 – 8 p.m. (2 hours of breaks as needed for 6 hours total work) The Lyric.
- Friday, April 10: 4-10 p.m. (6 hours) The Lyric.
- Saturday, April 11: Noon to 10 p.m. (2 hours of breaks as needed for 8 hours total work). LSC

Additional time (optional)

- Monday through Thursday, April 6-9: 5:30-8 p.m. Encore screenings at the Lyric. (2.5 hours/screening)

Avg. hours per week for one credit internship: TBD

Avg. hours per week for two credit internship: TBD

Minimum Qualifications:

- 3.0 GPA
- Interdisciplinary Liberal Arts Major
- Student level: Sophomore or higher
- Previous event planning experience
- Meaningful past volunteer experience in any field.

To apply, please contact Professor Cindy Murillo ([cindy.murillo@colostate.edu](mailto:cindy.murillo@colostate.edu)) for an LB 487 Internship Packet and email a cover letter and resume to [carol.busch@colostate.edu](mailto:carol.busch@colostate.edu)